

### WORK EXPERIENCE

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#### **TSIA | San Diego, California**

Jan 2025 – Present

#### **Senior Creative Director, Events**

- Defined the global events marketing strategy aligned with overall business objectives, ensuring a cohesive and impactful presence across all touchpoints.
- Led, mentored, and developed a high-performing team, fostering collaboration, creativity, and operational excellence.
- Oversaw the full lifecycle of event planning and execution, from concept through post-event analysis reporting for company-hosted events.
- Art directed all visual and experiential strategies of company events while delighting thousands of conference attendees and complementing their learning journey.
- Presented event strategies to executive leadership, providing clear insights, key learnings, and strategic recommendations to guide future planning and investment.
- Developed and managed global event budgets, ensuring ROI-driven decision-making and fiscal responsibility.
- Managed relationships with external agencies, event production partners, venues, and technology vendors to deliver high-quality experiences.

#### **TSIA | San Diego, California**

Jan 2016 – Jan 2025

#### **Creative Director, Marketing & Events**

- Managed and coached a multidisciplinary creative team while fostering empathy-driven creativity, leading to a positive work environment.
- Art-directed high-volume creative deliverables, from the creative brief to the publication phase, while applying high-quality brand standards.
- Attained over \$300,000 in pipeline revenue by orchestrating the creative strategy with marketing teams to launch social media, email, and ad campaigns.
- Led web strategy to accelerate website performance to a 60% rise in page visitor retention, through UX/UI research, wireframing, prototyping, and optimization.
- Executed event brand and interactive experience solutions for recurring conferences, hosting over 4,000 attendees per year, contributing to 20% of the company's revenue
- Defined event KPIs and success metrics; lead post-event reporting and continuous improvement initiatives based on data and feedback.
- Moderated multi-team brainstorming and design review sessions, capturing feedback referencing project goals, and empowering designers towards innovation.

**TSIA | San Diego, California**  
**Creative Services Manager**

April 2012 – Jan 2016

- Led creative operations and raised project delivery time by 25% by implementing project management, enhancing process efficiency, and resource allocation.
- Built brand kit, design systems for visual identity, and communication guidelines for consistent brand management on company marketing and corporate materials.
- Introduced data-driven methodology alongside design metrics to scrutinize the engagement level of existing creative collateral, aligning design resources to ROI.
- Strategized content creation for multi-channel marketing. Enabling the impact of 7,500+ leads per year, in collaboration with Marketing, Sales, and Executive teams.
- Produced a 200+ video marketing library, including scripting, storyboarding, video shoot, and launch plans. Resulting in doubling lead generation performance.

**SpinMaster, Constellation Brands, InstaClick | Toronto, Canada**  
**Graphic Design Consultant**

Sep 2010 – April 2012

**Nestlé USA | Los Angeles, California**  
**Senior Graphic Designer**

May 2006 – July 2010

TECHNOLOGY COMPETENCIES

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**Design Tools:** Adobe Creative Suite, Figma, Markup.io, Webflow, Miro, WordPress  
**Business Tools:** OpenAI, Gemini, Claude, Google Analytics, Pendo, Salesforce, Cvent  
**Marketing Tools:** Crazy Egg, Wistia, Vidyard, Hootsuite, Hubspot, Marketo, Eventbrite  
**Team Enablement Tools:** ClickUp, Asana, Wrike, Slack, Basecamp, Microsoft Office  
**Languages:** English, Spanish

LEADERSHIP AND ACTIVITIES

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Affiliation: Nonprofit Board Member, American Institute of Graphic Arts (AIGA)	Present
Affiliation: Contributing Member, InsideOut Design Leadership Community	Present
Award: TSIA Event Design Excellence Award	2024
Award: TSIA Business Impact Award	2016
Interests: Career Advocacy, Design for Social Impact, Community Work	Present

EDUCATION

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Leading for Creativity Certification, IDEOU	2021
Bachelor of Science in Graphic Design, Platt College – San Diego, CA	2002