

Reyna Fleury

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Creative Marketing Director with 10+ years leading B2B creative — from building a creative team from the ground up to owning the experiential identity of conferences driving 20% of company revenue. Aligning leadership with budget accountability, C-suite partnership, and data-backed creative decisions.

Work Experience

TSIA | San Diego, California

Jan 2024 – June 2026

Senior Creative Director, Marketing & Events

Executive owner of TSIA's event marketing function — managing a \$500K annual promotional budget and the experiential identity of flagship conferences driving 20% of company revenue, as a trusted creative partner to the C-suite.

- Presented event strategies, creative concepts, and budget projections to executive leadership, translating revenue growth challenges into innovating and compelling event experiences.
- Owned end-to-end event marketing campaigns, driving 11% YoY growth in event registrations and an impressive 75% YoY growth in social media reach after revamping social plan.
- Drove a 4-point CSAT lift (4.1 to 4.6 – scale 1-5) through post-event data analysis and retrospective-led improvements, bringing findings back to the executive team to shape creative strategy.
- Art directed the full experiential identity for TSIA's flagship conferences (4,000+ attendees, 20% of company revenue), owning theme development through on-site execution.
- Delivered two conferences annually from concept through production — on time and within budget, across two cities and venues nationwide.
- Led relationships with external agencies, event production partners, venues, and technology vendors as the primary creative decision-maker, maintaining brand accuracy across all touchpoints.

TSIA | San Diego, California

Jan 2016 – Jan 2024

Creative Director, Marketing & Events

Built TSIA's creative function from the ground up — leading a team of six designers and freelancers with a \$150k budget across brand, marketing, and event design, balancing craft with measurable performance.

- Architected integrated campaigns across social, email, and paid channels, generating \$300K+ in pipeline per campaign.
- Managed web creative strategy through UX/UI research, wireframing, and iteration, achieving a 60% increase in page visitor retention, over 3 months, and elevating the digital experience end-to-end.
- Designed end-to-end experiential solutions for annual conferences, directly contributing to 20% of company revenue through high-impact branding for 4,000+ attendees.
- Optimized campaign KPIs and performance reviews, using data to validate creative impact and drive continuous, measurable brand improvement.
- Led high-level creative ideation sessions, fostering a culture of innovation and inclusive collaboration that empowered designers to explore beyond conventional solutions.

- Held a consistently high creative bar across a high volume of deliverables — from campaign launches to everyday brand assets — maintaining standards from brief through final execution.

TSIA | San Diego, California

Nov 2012 – Jan 2016

Creative Services Manager

Managed creative campaigns and cross-functional partnerships across Marketing, Product, Sales, and external agencies — building the operational and brand foundation the creative team later scaled on.

- Built a 200+ asset video content library end-to-end — scripting, storyboarding, production, and launch — doubling lead generation performance.
- Introduced design performance metrics to evaluate creative effectiveness and align team output with pipeline impact— balancing creative vision with operational and business efficiency.
- Established scalable creative operations, implementing project management and resource allocation frameworks that improved delivery speed by 25%.
- Upgraded a comprehensive brand system—including visual identity and communication standards—providing the foundation for consistent, cross-org brand management.
- Enhanced multi-channel content strategy in partnership with Marketing, Sales, and Executive teams, enabling 7,500+ leads per year.

Nestlé USA, SpinMaster, & Constellation Brands

May 2008 – Oct 2012

Graphic Design Consulting

Delivered packaging, retail, and campaign design for national consumer brands across food, beverage, and toy categories, partnering with cross-functional teams to carry integrated campaigns from concept through production.

Leadership and Recognition

Affiliation: Nonprofit Executive Board Member, AIGA (American Institute of Graphic Arts)

Affiliation: Contributing Member, InsideOut Design Leadership Community

Award: TSIA Business Impact Award

Technology Proficiency

Adobe Creative Suite, Figma, Webflow, WordPress, OpenAI, Claude, Google Suite, Salesforce, Cvent, Crazy Egg, Wistia, Vidyad, Hootsuite, Hubspot, ClickUp, Asana, Wrike, Slack, Miro.

Education

Leading for Creativity Certification, IDEOU

Bachelor of Science in Graphic Design, Platt College – San Diego, CA