



Reyna Fleury

CREATIVE DIRECTOR

About Me:

Creative Director with 10+ years leading B2B creative. From building creative teams to utilizing AI to scale brand and marketing goals that turn into revenue. Aligning leadership with budgets, C-suite partnership, and data-driven creative decisions.

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

Fun Facts

"One-step-ahead" stepmom of Autistic kid

Proud daughter of immigrants

Enthusiastic gardener and plant lover

Attended Le Cordon Bleu just for funsies

Better overdressed than underdressed

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 events driving 20% of company revenue, as a trusted creative partner.

- Presented event strategies, creative concepts, and budget projections to executive leadership, translating revenue growth challenges into innovative and compelling event experiences.
- Owned end-to-end event marketing campaigns, driving 11% YoY growth in event registrations and 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 brand identity for TSIA's flagship events (4,000+ attendees, 20% of company revenue), while providing strategic support to executive leadership.
- Utilizing emerging AI tools, delivered two events 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.

Slingshot Biosciences | Jan 2024 – Jan 2025

Graphic Design Consulting

Active collaboration with Product Marketing to understand complex technical information and translate it into easily understandable visuals, ensuring that materials are accurate and align with brand guidelines.

- Led strategic partnerships with sales to develop engaging visual content for pitches, booth experience design, and to support brand visibility and overall business goals during tradeshows.
- Executed redesign of existing communication materials to improve clarity, engagement, and brand consistency, complemented by user guidelines to ensure efficient adoption.
- Conducted deep competitor analysis of materials and industry trends to identify opportunities for differentiation and improvement.

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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.
- Spearheaded end-to-end design and production for events, directing vendors and ensuring seamless logistical execution, while developing scalable event playbooks for repeatable success.
- 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 & Constellation Brands | May 2008 – Oct 2012

Graphic Design Consulting

Delivered packaging, retail, and campaign design for consumer brands (Mouton Cadet, Kim Crawford, Robert Mondavi, Nesquik, Glowelle, and Coffee-Mate) across food, beverage, and toy categories, partnering with cross-functional teams to carry integrated campaigns from concept through production.

Community Leadership

California Arts Council
June 2026

General Operating Support Grant Panelist

Independently reviewed, evaluated, and ranked grant applications based on established criteria for the General Operating Support grant category. Resulting in gaining firsthand insight into the grant-making process and contributing to equitable funding decisions for California's arts community

AIGA San Diego Tijuana
Jan 2026 – Current

Vice President, Operations

Led organizational and financial strategy by managing board governance, fiscal health, and operations. Drove fundraising, grant opportunities, and media exposure in support of the youth education mission.

AIGA San Diego Tijuana
Jan 2022 – Jan 2026

Coordinator, Events and Volunteers

Managed end-to-end event strategy, optimized financial and registration operations, and cultivated a sustainable volunteer network, consistently driving member engagement and organizational success.

Contact

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