

Creative Design Manager | Brand Development | Marketing Strategist

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Creative Brand Leader with 10+ years of experience developing cohesive visual identities and scalable design systems across digital and print for public media, nonprofits, and international organizations. Skilled in translating strategic goals into brand experiences that perform across platforms. Proven ability to lead projects end-to-end, mentor designers, and collaborate with cross-functional teams to deliver thoughtful, high-impact creative. Passionate about building brands that connect with audiences and support meaningful, mission-driven work.

Core Competencies

Strategic Leadership

Design Direction, Marketing Campaign Direction, Cross-functional Collaboration, Stakeholder Management.

Project Management

Workflow Optimization, Resource Allocation, Timeline Development.

Design Systems

Template Development, Asset Library Management, Brand Strategy & Visual Identity Systems.

Technical Expertise

Visual Storytelling & Narrative Design, Digital & Print Design, Marketing Collateral, Editorial Design, Social Media Strategy, Illustration, Typography, Branding.

Experience

WETA PBS | Arlington, VA

Senior Graphic Designer | Mar 2025 - Current

Graphic Designer | Feb 2021 - Mar 2025

Oversee national and local marketing initiatives, directing design strategy and team management while streamlining processes. Manage vendor relationships and photo shoots, producing high-quality visual assets.

- Direct comprehensive 360° marketing campaigns for local and national shows such, generating 25M+ impressions across transit, OTT streaming, print, and digital platforms, and driving 590+ new PBS app installations.
- Manage and mentor graphic designers, interns, and contractors, providing creative direction while fostering cross-departmental collaboration.
- Organize and implement internal and external events including film previews and panel discussions, leading to increased attendance and enhanced community engagement and visibility.
- Produced and designed the WETA Annual Report distributed to 3,000+ foundations, public broadcasting leaders, U.S. Congress and local officials, leading to increased donor contributions.
- Coordinated and managed photoshoots for local shows, including *WETA Arts*, *It's Academic*, *Get Out of Town*, and *If You Lived Here*, overseeing styling, creative direction, and collaboration with hosts, photographers, and crew to ensure high-quality key art.

The Group of Fifty / Naim Media Group | Washington, D.C.

Graphic Designer | Aug 2019 - Dec 2020

Managed bilingual design initiatives and executive operations, with focus on pitch development for major media platforms and strategic event coordination in both English and Spanish.

- Developed strategic pitch presentations for major streaming platforms including Disney Latin America, Netflix, Telemundo, and Apple TV, resulting in increased project approvals.
- Managed the organization's multi-platform digital presence including websites and Salesforce, achieving 13% increase in website traffic through optimized content.
- Developed comprehensive marketing materials and editorial content including video for the G50 Annual Meeting, aligning deliverables with brand vision and strategic objectives.
- Coordinated international in-person and virtual events from concept to execution, resulting in increased member participation and engagement.

Experience (Continued)

Mariana Layton Design | Rockville, Maryland

Graphic Designer | May 2017 - July 2019

Provided independent design services to clients while participating in an international program in the United States, delivering branding, digital, and marketing design projects across multiple industries.

Impacto Real Estate | Veracruz, MX

Junior Graphic Designer | Jul 2016 - Apr 2017

Responsible for multimedia content creation including photo and video as well as brand standardization.

- Created and managed multimedia content library, producing high-quality photographs and videos that increased social media engagement by 40% within 6 months.
- Developed a comprehensive template system and brand guidelines, transforming property content into engaging long- and short-form assets that increased property viewings and audience engagement.

Education

Cornell University | Online

Marketing Strategy Certificate | April 2026

Universidad de las Americas Puebla | San Andres Cholula, MX

Bachelors of Arts in Visual Information Design | May 2016

Technical Skills

Tools

Adobe Creative Suite, Figma, Canva, Procreate, Salesforce, Monday.com, Review Studio, Brandfolder, Sharepoint, Google Workspace.

Languages

English, Spanish