

STEPHANIE POWERY

Creative Director

PROFESSIONAL SUMMARY

Visionary Creative Director and Communications professional with over a decade of experience leading brand storytelling, social media strategy, and integrated marketing initiatives, including 6+ years in the retail industry. Recognized for transforming creative concepts into high-performing campaigns that drive engagement, boost sales, and build long-term brand equity.

Skilled at managing in-house creative teams and agency partners to deliver cohesive, results-driven campaigns across paid, earned, and owned channels. Adept at merging artistic direction with data-informed strategy to craft compelling visuals and messaging that resonate with diverse audiences. Experienced in creative leadership, media planning, and digital transformation within fast-paced retail environments.

Passionate about inspiring teams, innovating content, and aligning creative excellence with business objectives to elevate brand presence and customer connection.

EMPLOYMENT HISTORY

CREATIVE DIRECTOR

2020 - 2025

VoLo Foundation

FL

- ◆ Lead in-house creative team, ensuring engaging brand communication and visual asset creation. Manage agencies and external vendors.
- ◆ Produced monthly marketing performance reports, providing insights and recommendations for improvement.
- ◆ Managed agencies, produced marketing reports with actionable insights, driving strategic improvements.
- ◆ Oversaw all social media platforms, leading strategy, content creation, design, and video production, growing the organization's audience across Instagram, Facebook, TikTok, LinkedIn, and YouTube. Managed both organic content and paid advertising campaigns to maximize reach and engagement.
- ◆ Managed and executed influencer campaigns, ensuring strategic alignment and measurable results.
- ◆ Directed rebranding efforts, aligning visual identity with mission and expanding impact.
- ◆ Create on-brand visual content using Adobe Suite, Final Cut and Canva for use across social media, email, and web platforms.
- ◆ Managed creative budget, optimizing resource allocation for efficiency.
- ◆ Oversaw video production, maintaining high-quality storytelling across platforms.
- ◆ Develop and deploy audience surveys via SurveyMonkey to gather actionable insights and guide content strategy.
- ◆ Write and edit copy with strong proficiency in AP Style, ensuring clarity, consistency, and professionalism.
- ◆ Manage and create all marketing emails, including strategy, design, copy, segmentation, automation, and performance tracking.
- ◆ Apply SEO best practices to improve content visibility, search rankings, and audience reach across digital channels.
- ◆ Analyzed audience engagement metrics to refine content approaches, enabling targeted messaging that significantly boosted community involvement.
- ◆ Cultivated a positive team environment, encouraging creative input and collaboration, which led to enhanced morale and productivity within the creative team.
- ◆ Analyzed audience engagement data to refine content strategies, leading to targeted messaging that significantly increased community involvement.
- ◆ Coordinated cross-functional teams for project execution, fostering a shared vision that streamlined workflows and improved project timelines.
- ◆ Ensured brand consistency across marketing channels, enhancing recognition.

CREATIVE EA TV & RADIO

2019 - 2020

Entravision

Los Angeles, CA

- ◆ Streamlined internal communications, enhancing executive efficiency and decision-making.
- ◆ Crafted engaging content for internal platforms, boosting employee engagement and collaboration.
- ◆ Supported senior leadership with administrative tasks, optimizing executive productivity.
- ◆ Managed confidential data with precision, ensuring secure and efficient information flow.
- ◆ Coordinated high-profile events and meetings, achieving seamless execution and positive feedback.

DIGITAL CONTENT CREATOR
Starry Internet

Apr 2019 - Dec 2019
Los Angeles

- ♦ Developed bilingual digital content to boost brand visibility and community engagement.
- ♦ Coordinated multicultural events, enhancing customer experience and brand alignment.
- ♦ Communicated success stories to the marketing team for strategic insights.
- ♦ Recommended influencers and events that aligned with brand objectives.
- ♦ Created content that significantly improved audience interaction and brand awareness.

MARKETING MANAGER AND DIGITAL CONTENT CREATOR
Curacao

2013 - 2019
Los Angeles, CA

- ♦ Managed bilingual content creation, expanding reach to Spanish-speaking audiences.
- ♦ Lead in-house Marketing team, ensuring engaging brand communication and visual asset creation. Manage agencies and external vendors.
- ♦ Produced monthly marketing performance reports, providing insights and recommendations for improvement.
- ♦ Managed marketing with the Creative Director budget, optimizing resource allocation for efficiency.
- ♦ Managed and executed influencer campaigns, ensuring strategic alignment and measurable results.
- ♦ Led the execution of monthly marketing campaigns, achieving measurable improvements in brand visibility and audience engagement across digital platforms.
- ♦ Coordinated with CMO and Creative Director on rebranding initiatives, fostering seamless communication and alignment, resulting in successful campaign launches.
- ♦ Implemented efficient systems for calendar management of executives, streamlining workflows and enhancing productivity across the marketing department.
- ♦ Actively contributed creative ideas during campaign brainstorming, promoting a collaborative environment that nurtured innovative marketing strategies.
- ♦ Orchestrated digital marketing campaigns that led to marked gains in audience engagement and brand visibility across multiple platforms.
- ♦ Managed and maintained organization's website using WordPress, ensuring content accuracy, performance, and alignment with brand strategy.

EDUCATION

BACHELOR OF COMMUNICATIONS
Universidad Mesoamericana

2002 - 2007

SKILLS

Project Management, Creative Strategy, Teamwork, Time Management, Leadership, Communication, Critical Thinking, Artistic Direction, Storytelling, Brand Development, Email Marketing, SEO & Web Content Optimization, Graphic Design (Canva, Adobe Creative Suite), Brand Development & Visual Identity, Time Management & Multitasking .

LANGUAGES

English (*Highly proficient*), Spanish (*Native*).

REFERENCES

Carla Giovannetti Dodds, CMO The Aaron's Company (*Carla.dodds@aarons.com, (305)430-5548*);

Arturo Monroy, Creative Director (*arturiux@me.com, (626) 676-1069*);

Alex Delgado, VP of Strategies in Film and TV (*adelgado@volofoundation.org, (323) 641-8240*).

LINKS

My Website: www.stephaniepowery.com, My LinkedIn : www.linkedin.com.