

# Stephanie Powery

*Creative Director / Marketing Director*

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Visionary Creative Director and Communications Leader with 15+ years of experience driving brand storytelling, social media strategy, and integrated marketing initiatives, including 6+ years within fast-paced retail environments. Proven track record of translating bold creative vision into high-performing, revenue-driving campaigns that increase engagement, accelerate sales, and build long-term brand equity.

Expert in leading and mentoring in-house marketing and creative teams while managing external vendors, agencies, and cross-functional partners to deliver cohesive, on-brand execution across paid, earned, and owned channels. Highly skilled in marketing operations, budget management, and resource allocation to maximize ROI and streamline creative production at scale.

Known for seamlessly blending artistic direction with data-driven strategy to develop compelling visuals, messaging, and omnichannel experiences that resonate with diverse audiences.

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## EMPLOYMENT HISTORY

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### Director of Marketing Operations

Brandsmart USA, Dania Beach Florida – Oct 2025 - Present

- Led end-to-end brand storytelling, creative direction, and integrated marketing campaigns across digital, social, print, broadcast, and in-store channels, driving measurable gains in engagement, sales, and customer acquisition.
- Directed and mentored high-performing in-house creative, marketing, and communications teams while managing multiple external agencies, Co-Op partners, and vendors to deliver cohesive, on-brand omnichannel execution.
- Translated business goals and insights into compelling creative concepts and revenue-driving campaigns that strengthened brand equity and improved customer experience.
- Oversaw marketing operations, budgets, timelines, and resource allocation to optimize ROI, streamline production workflows, and accelerate speed-to-market for high-volume retail campaigns.
- Managed large-scale retail creative programs, including direct mail, catalogs, digital ads, social strategy, influencer partnerships, and e-commerce content.
- Drove digital transformation initiatives by integrating data-driven insights, marketing automation, and creative performance analytics into strategic planning and creative development.
- Built and maintained strong cross-functional partnerships with Merchandising, E-Commerce, Operations, and Executive Leadership to align creative strategy with organizational objectives.
- Directed agency and vendor relationships, including creative partners, printers, media agencies, and Co-Op stakeholders, ensuring quality, efficiency, and brand consistency across all deliverables.
- Spearheaded creative and marketing processes, SOPs, and operational frameworks to scale production, reduce bottlenecks, and improve campaign planning across channels.
- Developed omnichannel brand experiences and messaging frameworks designed to resonate with diverse audiences and drive long-term brand loyalty.

## Creative Director

VoLo Foundation, FL – 2020 - 2025

- 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.
- 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.
- 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.
- 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

Entravision, Los Angeles, CA – 2019 - 2020

- 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.

## Marketing Manager and Digital Content Creator

Curacao, Los Angeles, CA – 2013 - 2019

- 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 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 brainstorms, 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.

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## EDUCATION

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### Bachelor of Communications

Universidad Mesoamericana – 2002 - 2007

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## SKILLS

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Project Management	Creative Strategy
<i>Expert</i>	<i>Expert</i>
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	

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## LANGUAGES

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English	Spanish
<i>Highly proficient</i>	<i>Native</i>

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## REFERENCES

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### Carla Giovannetti Dodds

CMO The Aaron's Company  
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### Arturo Monroy

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### Alex Delgado

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## LINKS

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[My Website](#)

[My LinkedIn](#)