# MARISOL MACIAS

**STRATEGIC & CREATIVE LEADER**

Strategic Communications | Creative Direction | Organizational Leadership
marisol.macias.lv@gmail.com | 915.929.9019 | marisolmacias.com

## PROFESSIONAL SUMMARY

Strategic and creative leader with nearly 20 years of experience spanning communications, brand strategy, creative direction, and program execution across private-sector, technology, and public-sector environments. Experienced in leading multidisciplinary teams, guiding organizational initiatives, managing complex projects, and translating organizational priorities into clear communications and effective outcomes. Combines strategic perspective with creative expertise, operational leadership, and a collaborative approach to bringing people, partners, and ideas together.

## CORE COMPETENCIES

Strategic Communications | Brand & Creative Strategy | Community Engagement | Team Leadership | Project & Program Management | Cross-Functional Coordination | Campaign & Content Development | Digital & Visual Communications | Process & Workflow Improvement | Vendor & Partner Relations

## PROFESSIONAL EXPERIENCE

**Creative Director | Drips**
Remote | June 2020 – February 2026

- Directed two strategic rebrands, translating organizational priorities into cohesive identities, messaging, creative concepts, and brand experiences across marketing, sales, web, and digital channels.
- Led and developed a multidisciplinary team of four across graphic design, copywriting, multimedia/video, and web development, providing creative direction, performance feedback, and professional development.
- Oversaw 300+ communications and marketing assets annually, maintaining quality, consistency, and alignment across channels while managing competing priorities and deadlines.
- Contributed to strategic positioning and creative initiatives supporting a $2M contract win, aligning organizational messaging and sales materials with enterprise client needs.
- Established creative workflows, project dashboards, and resource-allocation processes that improved visibility, prioritization, collaboration, and delivery.
- Partnered with executive leadership to implement the organization's first content management system, strengthening brand governance, messaging consistency, and content operations.

**Creative Director | SmartAction, LLC (acquired by Capacity)**
Los Angeles, CA | January 2015 – May 2020

- Led creative development and brand marketing for AI-powered customer engagement solutions serving large enterprise organizations.
- Developed integrated campaigns, communications materials, sales collateral, and digital experiences aligned with organizational positioning and objectives.
- Collaborated with executive leadership, product marketing, and sales to translate complex technology into clear communications and manage consistent brand execution across channels.

**Senior Marketing Specialist | eGlobalTech**
Arlington, VA | January 2013 – January 2015

- Developed marketing and communications materials supporting cybersecurity, technology, and business solutions.
- Planned and executed marketing initiatives, special events, public relations campaigns, and internal communications.
- Collaborated with executive leadership on client communications, relationship-building initiatives, and company-wide branding and website redesign efforts.

**Program Administrator | City of Baltimore Office of Promotion & The Arts**
Baltimore, MD | January 2011 – January 2013

- Administered the city's Public Art Program, coordinating projects that expanded Baltimore's public art collection and brought creative work into shared civic spaces.
- Coordinated more than 15 public art projects and large-scale events, managing project scope, budgets, contracts, schedules, and implementation timelines.
- Collaborated with artists, city agencies, elected officials, and community organizations to move public initiatives from planning through execution.

**Program Specialist, Public Art | City of El Paso Museums & Cultural Affairs Department**
El Paso, TX | November 2007 – January 2011

- Developed and maintained project budgets, status reports, inventory databases, timelines, payment tracking, and documentation for the City's Public Art Program.
- Coordinated meetings and presentations with contractors, architects, artists, city personnel, and elected officials; drafted and managed Requests for Qualifications (RFQs) and Requests for Proposals (RFPs).
- Created and distributed program communications, including media collateral, graphics, invitations, press releases, website updates, and public event notifications.
- Contributed to the planning and organization of Chalk the Block, a citywide public art street festival, coordinating grant writing, artist applications, cost outlines, contracts, insurance, and participation from more than 80 local and regional artists.

## SELECTED CONSULTING ENGAGEMENTS

**Branding, Product Photography & E-Commerce Consultant | Tresor & Related Businesses**
August 2026 - October 2026

- Provided branding, product photography, and e-commerce consulting for Tresor and related businesses, including Gem Garden, Lionshead Jewelers, and Rock n' Jewels.

**Marketing & Design Consultant | NOHBO**
January 2015 - December 2017

- Led brand identity, website design, and marketing initiatives supporting product development and preparation for the company's February 2016 appearance on ABC's Shark Tank.

## TECHNICAL SKILLS

**Design & Creative:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Lightroom), Figma
**Web & Digital Platforms:** WordPress, Webflow, Squarespace, content management systems (CMS)
**AI & Emerging Technologies:** Adobe Firefly, ChatGPT, Claude, Midjourney, Runway, Gamma
**E-Commerce Platforms:** Etsy, Amazon, eBay

## EDUCATION

**Santa Clara University**
B.A. in Communication, Minor in Studio Art | 2007