

MARISOL MACIAS

Creative Director | Brand & Creative Operations

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PROFESSIONAL SUMMARY

Creative Director with 15+ years of experience building brands, leading creative teams, and scaling marketing operations across B2B SaaS, AI, technology, and public-sector organizations. Led two strategic rebrands, managed production of 300+ creative and marketing assets annually, and built workflows that support creative prioritization, collaboration, and delivery. Combines hands-on creative direction with team leadership, brand stewardship, and operational systems that help teams produce consistent, high-quality work.

CORE COMPETENCIES

Creative Direction & Brand Stewardship, Brand Systems & Visual Identity, Creative Operations & Workflow Optimization, AI-Enabled Creative Workflows, Integrated Marketing & Campaign Creative, Creative Production & Quality Control, Creative Team Leadership & Development, Content Management Systems & Governance, Digital Experiences & Web Strategy, Agency & Vendor Management

PROFESSIONAL EXPERIENCE

Creative Director | Drips

Remote | June 2020 - February 2026

- Directed two strategic rebrands, translating business positioning into cohesive visual identity, messaging, and customer-facing experiences across digital, web, sales, and marketing channels.
- Led a multidisciplinary creative team of four direct reports across copywriting, graphic design, multimedia/video, and web development, alongside external contractors. Managed hiring, work allocation, performance evaluations, creative feedback, and delivery priorities.
- Built and managed ClickUp workflows, dashboards, and tracking systems to improve project visibility, workload allocation, prioritization, and on-time creative delivery.
- Led production of 300+ creative and marketing assets annually, balancing quality, brand consistency, stakeholder needs, and delivery priorities.
- Implemented the company's first content management system in partnership with executive leadership, improving content operations, messaging alignment, and brand governance.
- Led brand and communications initiatives during significant company growth from 2020–2025, as enterprise ARR increased approximately 453%, enterprise revenue grew 353%, and total company ARR increased 124%.

Creative Director | SmartAction, LLC (Acquired by Capacity)

Los Angeles, CA | January 2015 - May 2020

- Led brand marketing and communications initiatives supporting AI-powered customer engagement solutions for Fortune 500 organizations.
- Developed integrated campaigns, messaging, sales enablement materials, and digital experiences aligned with business objectives.
- Partnered with product marketing, executive leadership, and sales teams to support customer engagement and market growth.
- Managed agency and vendor relationships while maintaining brand consistency across marketing channels.

Senior Marketing Specialist | eGlobalTech

Arlington, VA | January 2013–January 2015

- Developed public relations and marketing campaigns promoting cybersecurity, technology, and business solutions for clients.
- Provided dedicated marketing and communications support to the vice president and chief operating officer to develop and strengthen key client relationships.
- Planned and produced strategic initiatives, special events, press releases, and internal communications.
- Contributed to company-wide branding and website redesign.

Program Administrator | City of Baltimore Office of Promotion & The Arts

Baltimore, MD | January 2011 - January 2013

- Managed the City of Baltimore's Public Art Program to expand the collection of city-owned public artworks.
- Facilitated more than 15 public art projects and large-scale events, overseeing scope, budgets, contracts, timelines, and schedules.
- Built working relationships with city agencies, elected officials, local organizations, and artists to implement program processes in accordance with municipal laws and policies.

SELECTED CONSULTING ENGAGEMENTS**Branding, Product Photography & E-Commerce Consultant | Tresor & Related Businesses**

August 2026 - October 2026

- Provided branding, product photography, and e-commerce consulting across Tresor and its related businesses; Gem Garden, Lionshead Jewelers, and Rock n' Jewels.
- Developed and refined brand presentation and visual content to support product storytelling and a cohesive customer-facing experience.
- Created product photography and advised on e-commerce presentation, product listings, and online merchandising.

Marketing & Design Consultant | NOHBO

January 2015-December 2017

- Provided marketing and design consulting to support NOHBO's launch of single-use, water-soluble personal-care products.
- Developed brand identity, website, and marketing materials for the company's appearance on ABC's Shark Tank (February 2016).
- Served as primary marketing and brand advisor through product development.

TECHNICAL SKILLS

Design: Adobe Creative Cloud (Illustrator, Photoshop, Lightroom, InDesign), Figma.

Web & E-commerce: WordPress, Webflow, Squarespace, Etsy, Amazon, eBay

AI: AI-assisted content creation with experience in Runway, Midjourney, Firefly, Gamma, Claude, & ChatGPT