



MARISOL MACIAS

Marketing & Design Executive

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WORK EXPERIENCE

CREATIVE DIRECTOR

Drips
Remote / June 2020 - February 2026

Drove and executed company-wide visual marketing initiatives, accelerating adoption of SMS artificial intelligence technology among Fortune 500 clients. Leveraged AI platforms to streamline creative workflows and scale production efficiency.

Led two full company rebrands and directed end-to-end development of integrated sales, print, digital, and web assets.

Implemented the organization's first content management system to support scale, consistency, and performance tracking of sales materials while partnering with the CEO, CMO, and sales leadership to drive revenue growth and align messaging.

SENIOR MARKETING SPECIALIST

eGlobalTech
Arlington, VA / January 2013 - January 2015

Developed public relations and marketing campaigns to deliver cybersecurity, technology, and business solutions for clients

Provided exclusive marketing and communications support to the vice-president and chief operations officer to develop and drive key client relationships

Visualized, produced, and managed strategic planning initiatives, special events, press releases, internal communications support

Assisted in the company-wide branding / website redesign

CREATIVE DIRECTOR

SmartAction, LLC.
Los Angeles, CA / January 2015 - May 2020

Directed and managed company-wide visual marketing initiatives to deliver innovative artificial intelligence technology to Fortune 500 companies

Designed, produced, and managed dissemination of visual marketing materials, including: website development, digital advertisements, sales presentation materials, tradeshow materials, email campaigns, and video production and editing

Collaborated with the vice-president of product marketing; chief marketing officer; and sales representatives to support and achieve sales goals and provide excellent customer service

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 over 15 public art projects and large-scale events with oversight of project scope, budget, contracts, timeline and schedule

Developed strategic relationships with city agencies, elected officials, local organizations, and artists to implement program guidelines and processes while adhering to municipal level laws and policies

CAREER HIGHLIGHTS

15+ Years of corporate and public-sector marketing experience

15+ Years of design & digital editing experience: Adobe Illustrator, Adobe Photoshop, Muse, Dreamweaver, and Acrobat XI Pro

10+ Years of management and leadership experience

10+ Years of artificial intelligence and technology industry experience

FREELANCE

MARKETING AND DESIGN CONSULTANT

NOHBO
January 2015 - December 2017

Provided marketing and design consulting services to assist NOHBO in delivering the world's first single-use, water soluble Drop for personal care products

Visualized and developed the company brand, website, and marketing materials for NOHBO's premiere on NBC's Shark Tank (aired February 18, 2016)

Served as primary marketing and brand advisor through product development