

Creative leader and digital strategist with 12+ years designing brand experiences and driving data-informed marketing across luxury travel and hospitality. Equal parts designer and marketer — fluent in HTML/CSS, UX principles, and visual systems, with a track record of translating brand strategy into compelling digital touchpoints across web, email, and campaign. Known for building high-performing teams, leading end-to-end creative production, and bridging the gap between design intention and business impact.

WORK HISTORY

MARKETING MANAGER

02/2026- Present

Cunard North America (Carnival Corporation)

- Oversee creative direction and end-to-end design execution across email, direct mail, and trade marketing for the North America market
- Drive CRM strategy including lifecycle journeys, segmentation, and personalized digital experiences
- Implement data-driven programs including A/B testing, behavioral triggers, and marketing automation
- Partner cross-functionally with analytics, revenue, sales, and creative teams to optimize campaign performance
- Develop growth strategies across digital and offline channels to increase bookings and revenue

DIRECTOR, CREATIVE SERVICES

01/2024- 04/2025

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Led brand refresh that overhauled visual identity, typography, and design systems across digital, print, and event touchpoints
- Directed integrated campaigns across web, email, direct mail, and social — aligning creative execution with commercial objectives
- Mentored and developed a team of designers, copywriters, and video editors, fostering a culture of design excellence
- Managed agency and vendor relationships, overseeing creative budgets and production pipelines
- Drove engagement improvements of 20% through design-led campaign strategy and performance optimization

DIRECTOR, DIGITAL CREATIVE & ENGAGEMENT

01/2021- 01/2024

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Owned digital brand storytelling and UX strategy across global web and campaign touchpoints, boosting performance by 22%
- Developed visual design systems and content frameworks for product launches, trend content, and partner marketing
- Drove audience segmentation and content testing strategies, optimizing conversion funnels across paid, owned, and earned channels
- Collaborated with CRM and Guest Experience teams to design lifecycle communications that improved loyalty and satisfaction

MANAGER, DIGITAL CREATIVE

10/2019- 01/2021

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Redesigned digital customer journeys across web, email, and CRM — improving open rates and CTRs while preserving luxury brand standards
- Built and implemented QA/testing protocols across digital campaigns, reducing error rates by 30%
- Contributed to customer journey mapping, UX improvements, and analytics reporting infrastructure

SENIOR DIGITAL DESIGNER

08/2017- 10/2019

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Designed and hand-coded promotional, onboarding, and transactional emails using HTML/CSS with precise typography and brand color systems
- Contributed wireframes, page layouts, and image direction to website redesign projects
- Produced supporting assets for web, social, and advertising campaigns, maintaining strict brand and accessibility standards

SKILLS

Web Design & UX | HTML & CSS | Responsive Design | Wireframing & Prototyping | Design Systems | Brand Identity & Visual Direction | Typography | Color Systems | Print & Digital Production | CRM & Lifecycle Marketing | Email Design & Development | Campaign Strategy | A/B Testing | Team Leadership & Mentorship | Cross-Functional Collaboration | Agency & Vendor Management | Marketing Analytics | Performance Optimization | Budget Management | Bilingual: English & Spanish

EDUCATION

Loyola University New Orleans, Bachelor of Science, 2012