

Bilingual creative leader with 10+ years directing cross-platform campaigns, video production, and content strategy for global lifestyle and hospitality brands. Proven track record managing creative teams and delivering multimedia-first storytelling across digital, social, and experiential platforms. Fluent in English and Spanish with a deep understanding of global audiences and evolving entertainment trends.

WORK HISTORY

DIRECTOR, CREATIVE SERVICES01/2024- 04/2025

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Spearheaded a global luxury brand refresh across digital, print, and experiential, redefining visual identity and messaging strategy.
- Directed video, editorial, and photo content production for global campaigns, ensuring alignment with brand tone and creative goals.
- Led creative execution for institutional campaigns, executive communications, and high-profile brand moments.
- Oversaw creative teams and external vendors to deliver cross-platform assets on time and within scope.
- Collaborated with marketing and leadership to launch integrated campaigns across digital and internal platforms.

DIRECTOR, DIGITAL CREATIVE & ENGAGEMENT01/2021- 01/2024

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Developed omnichannel content strategies across web, social, and influencer platforms to support brand and product storytelling.
- Established briefing systems and creative workflows that streamlined content production and increased efficiency across global markets.
- Directed digital response initiatives, elevating audience engagement and sentiment through real-time, branded content.
- Delivered executive-level creative for keynote events, launches, and internal communications.
- Oversaw content optimization across CMS, email, and social—balancing user experience with brand objectives.

MANAGER, DIGITAL CREATIVE10/2019- 01/2021

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Led creative direction for new ship launches and itinerary campaigns across digital, print, and partner channels.
- Managed global creative asset distribution across internal tools and third-party platforms in multiple languages.
- Partnered with content, IT, and comms teams to evolve workflows and localization strategies.
- Directed visual execution across branded digital platforms to maintain consistency and elevate design standards.

SENIOR DIGITAL DESIGNER08/2017- 10/2019

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Designed and deployed creative for digital campaigns across email, web, and social, focusing on performance and brand alignment.
- Introduced scalable design systems to support content growth and ensure visual cohesion.
- Produced creative assets for institutional storytelling, internal comms, and cross-departmental campaigns.

DIGITAL PRODUCTION DESIGNER12/2014- 08/2017

Regent Seven Seas Cruises (Norwegian Cruise Line Holdings)

- Managed global content updates across web platforms using HTML/CSS and CMS tools to ensure timely execution.
- Produced and coordinated multimedia assets for marketing campaigns, internal launches, and social content.
- Supported brand initiatives through video, web, and social creative tailored to diverse audience segments.

EDUCATION

LOYOLA UNIVERSITY NEW ORLEANS
BACHELOR OF SCIENCE, 2012

NOTABLE PROJECTS

- **Brand Refresh Lead:** Orchestrated a full-scale luxury brand transformation across print, digital, and internal comms.
- **Video Content Strategy:** Led multimedia execution for major brand moments, including destination launches and institutional events.
- **Content Platform Optimization:** Spearheaded updates to CMS systems and internal portals to improve usability and storytelling impact.

SKILLS

- Content Strategy & Curation (Multimedia, Editorial, Social)
- Institutional Messaging & Leadership Comms
- Video & Photo Production Direction
- Global Brand Management & Repositioning
- Omnichannel Campaign Execution
- Website & CMS Management
- UX/UI System Oversight
- Email Marketing & CRM Strategy
- HTML/CSS for Web & Email
- Adobe Creative Suite | SAP | MS Office