

Tabitha Salazar

Creative Director | Team Builder

SUMMARY

A creative thinker and strategic planner with over a decade of creative direction, art direction and e-commerce experience, including healthcare and consumer goods. Proven experience with leading change by cultivating key relationships, and managing progressive campaigns—from conception through development and launch. An energetic design leader and team builder with a passion for problem-solving. I am motivated by new challenges and known for my ability to quickly identify, analyze, plan, and deliver creative solutions while innovating the user experience and driving revenue.

PROFESSIONAL EXPERIENCE

Director, Creative Services
AAC Iconic Group | Dallas, TX
July 2018 - Current

\$350M+ Class Ring, Yearbook, Graduation, Online Retailer and Student Life Brand serving over 130,000 schools.

Leads creative strategy, direction and execution for Balfour and ArtCarved, including design, user experience and production of both B2B and B2C marketing.

- Guides and mentors a team of creatives, content creators, copywriters, and digital specialist.
- Responsible for overseeing the strategy, creative direction and execution for 750+ colleges' digital and print marketing collateral.
- Directs the creation of new motion graphic assets to be used to promote college ring events on campuses and digital marketing and social channels. With a conversion rate of 40% for social ads.
- Directs the creation of monthly email marketing for Balfour.com and homepage content, new landing page creation.
- Direction of implementation and strategy for user experience on balfour.com for all new product launches and programs on balfour.com including liquid fire team for ring configurator experience and cross-sell up-sell.
- Created process and standard for images on-site to support SEO best practices and site speed optimization, along with strategy and implementation of dynamic serving web tool to provide customized user experience per school on several product launches for balfour.com.
- Developed an email template system for Balfour and Art Carved marketing emails, along with welcome series, transactional emails and abandon cart to improve deliverability. Increase revenue by 12% YOY on Balfour marketing emails.
- Developed a web-based app that allows the sales team to create personalized graphics and emails in under one minute while maintaining brand standards and eliminating the need to hire external design resources.
- Directed marketing for the product launch of Kendra Scott/Balfour partnership of new class jewelry line. This included creating a process for the production of 500+ schools' custom ring artwork for e-com sales support, email marketing campaigns, landing page and homepage UX, social media paid and organic campaigns, custom configuration development using liquid fire technology and direction and planning of photoshoots to support marketing materials.

Director, Creative Art
Andra Group | Dallas, TX
February 2017 – July 2018

\$70M+ online luxury lingerie company serving women and men across the United States on herroom.com and hisroom.com

Lead creative strategy, art direction and execution for HisRoom & HerRoom including UX/UI, social media, email marketing and photography.

DETAILS

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STRENGTHS

Strategy and Planning
Team Building
Process Implementation
UX/UI
Email Marketing
Social Media
Art Direction
Motion Design Direction
Photography Direction
HTML
CSS
Java Script
PMP Certified
SCRUM Master
Healthcare Marketing
FDA Standards

TOOLS

Photoshop
InDesign
Illustrator
Dreamweaver
After Effects
Sketch
Invision
Zeplin
Word
Excel
Power Point
BaseCamp
Jira
Trello
SmartSheets

PROFESSIONAL EXPERIENCE CONT.

- Re-branded and redesigned the email marketing campaigns and homepages for both HerRoom and HisRoom.
- Created “Fit Center” and directed custom video content for HerRoom.com
- Directed UX/UI and design of the mobile site for HerRoom.com.
- Broke sales records for the critical holiday period including double-digit growth YOY Black Friday Week and unprecedented sales for Cyber Week through strategic planning and implementation of new holiday plan.
- Planned strategy and custom creative content for monthly email marketing, homepages, digital look books, and social media for HerRoom and HisRoom, along with planning and directing weekly photoshoots for content.
- Managed Affiliate program through pepper jam, created offers and strategy for each month along with visuals to support the promos.

Manager, Digital Design & Internal Communications **Galderma (formerly Nestlé Skin Health) | Fort Worth, TX** September 2013 – January 2017

\$1.2 billion Dermatology company, with a presence in over 100 countries, employing over 900 employees in North America. Galderma is the world’s largest independent global dermatology company Focused on science-based solutions for skin health.

Developed creative strategies with both in-house and outside agencies to develop marketing collateral, packaging, pop display, TV ads and national print campaigns to support new drug launches while maintaining FDA standards across multiple brands including Cetaphil, Restylane, Dysport and Epiduo. Worked with the leadership team to plan and executed communication and creative assets for internal and external events.

- Created and developed Cetaphil Baby gift sets, from the creation and engineering of the actual product, plastic molds to hold product and the creative that was used to decorate the packaging and product itself. Two sets were developed, launched in-store and online at BuyBuy Baby, Amazon and Target.
- Art Directed and executed UX/UI for launch of drug speaker app for Salesforce to market to doctors.
- Managed the developer and all content creation for Galderma.com, this included version control, strategy around key product launches and PR content deployment. Also managed and executed the UI and creative for North American Site.
- Art directed a Jr. Designer to assist with production of labeling, marketing material creation digital content and communication content.
- Developed creative strategies for event planning and PR including gorilla take over campaigns and email marketing communication; along with creating assets for booths at AAD and World Congress of Dermatology.
- Researched and Implemented meeting app(s) for all venue events and congress booths.

Senior Designer **IDC Westinghouse Solar | Roanoke, TX** May 2011 – September 2013

Product packaging, product development, web design.

- Developed and designed a line of scent warmers and packaging for Scenterrific brand sold exclusively at Target.
- Responsible for new packaging designs for solar products sold in Walmart and Home Depot.
- Worked with the printing facility in China to produce color standards and press checks on all printed items.
- UX/UI and content creation for websites across multiple brands.
- Designed UX for apps that controlled solar lights via Bluetooth.

PASSIONS

Consumer behavior
Anthropology of design
Digital design
Screen printing
Handbuilding sculpture

PROFESSIONAL EXPERIENCE CONT.

Associate Graphic Designer

Texas Woman's University | Denton, TX

December 2010 – May 2011

Layout design, photography, large-scale graphics, ADA compliance docs for web readability.

Junior Graphic Designer

Dei Rossi Marketing | Richardson, TX

February 2010 – December 2010

Textile Designs, print advertisements and promotional material.

Assistant Branch Manager

First Convenience Bank | Denton, TX

2004 – 2009

Assisted in operations, management of staff, audits, vault teller, maintained and balanced cash flow and ATM for banking center, loan execution and account management, the seller of the month 12 times, closed and opened banking center.

EDUCATION

Texas Woman's University

Bachelor of Fine Arts (B.F.A.), Graphic Design

2008 – 2011