

LETICIA — m — HAYNES

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SUMMARY

Experienced creative and marketing professional adept at overseeing the full-circle process, from inception to management. Demonstrated expertise in leading teams to create compelling brand narratives, products, and experiences. Blend of creativity, psychological insight, and leadership to drive functional collaboration that yields exceptional results. Thrives in converting challenges into success stories.

ASSETS

Brand Direction	Mastering impactful brand storytelling that drives value.	Orchestration	Expertly managing stakeholders, teams, budgets, and timelines.
Creative Ability	Fearless in championing new ideas and breaking boundaries.	Focus on Results	A relentless drive to surpass objectives.
Strategic Thinking	Skilled at assembling puzzle pieces into effective strategies.	Voice of Reason	Proficient in diffusing egos to get to the heart of projects.
		Media Savvy	Skilled at maximizing effectiveness across media channels

EXPERIENCE

2017 - 2020

Creative Director | Microsoft

- Established and led an in-house creative studio specializing in innovative experience development and digital storytelling.
- Orchestrated multi-disciplinary processes involving audience targeting, industry benchmarking, problem-solving, and creative direction.
- Pioneered strategies that achieved breakthrough solutions, resulting in enhanced user experiences and increased brand loyalty.
- Managed a diverse team of creative professionals, fostering a collaborative environment that fueled creative excellence.

2016 - 2017

Product Marketing Manager | Microsoft

- Spearheaded brand development for Cortana service/products, aligning with the broader Microsoft brand.
- Directed brand guidelines, co-branding efforts, photo/video shoots, and marketing materials.
- Played a vital role in product launches, ensuring seamless integration of brand messaging and product features.
- Collaborated closely with engineering/dev teams, bridging the gap between technical innovation and consumer resonance.

2014 - 2016

Global Lead, Brand & Strategy | State Farm

- Introduced the first branding department in the company's history, revitalizing the brand, optimizing processes and improving content efficiency.
- Leveraged strategic insights to create and champion cohesive brand experiences.
- Spearheaded enterprise-wide branding initiatives that transformed State Farm's brand perception and drove customer engagement.

2013 - 2014

Director of Marketing, Branding & Investor Relations | United Community Bank

- Managed multi-state banking group's marketing department, including branding and corporate relations, to drive brand recognition and increase revenue.
- Implemented comprehensive branding strategies that successfully positioned the bank as a leading financial institution.
- Orchestrated successful rebranding initiatives for acquired branches, resulting in a 10% increase in online and walk-in traffic.
- Developed marketing strategies and promotional campaigns that enhanced the bank's market presence and customer outreach.

2011 - 2013

Director, Marketing, Events & Product Branding | Allscripts

- Unified company/product branding, launched healthcare technology products, and contributed to acquisition success.
- Strategically aligned product branding with customer needs, resulting in increased market share and brand visibility.
- Created B2B instructional videos and online class content to maximize client engagement and feature utilization.
- Provided instrumental brand, UX, and UI direction to development teams, ensuring product alignment with market demand.

2007 - 2011

Department Lead, Branding, Strategy & Facility Design | Memorial Health System

- Led branding, marketing campaigns, and facility design for multi-hospital health system, achieving substantial volume increases and improving patient/visitor experiences across ten statewide locations.
- Spearheaded branding efforts that elevated the health system's visibility, leading to significant patient volume growth.
- Directed facility design initiatives that harmonized with brand identity, resulting in improved patient satisfaction scores and enhanced operational efficiency.
- Managed interdisciplinary teams, both internal and external, to ensure seamless collaboration between branding and facility design efforts.

2005 - 2007

Art Director (contract) | Disney Parks & Resorts

- Directed creative work for Disney brands, collaborating with licensed partners and equity brands.
- Crafted compelling visual narratives that resonated with diverse audiences and strengthened brand loyalty.
- Collaborated with cross-functional teams to ensure the seamless execution of marketing campaigns across various media channels.
- Contributed creative expertise to high-profile marketing initiatives, including partnerships with iconic brands and media entities.
- Part of contract creative team designing and pitching ride-and-show concepts.

2002 - 2006

Art Director/Creative Director | Multiple Advertising Agencies

- Provided contract work for various ad agencies in the Orlando area.
- Managed print and web design, copywriting, photo/video shoots, commercial direction, executive presentations, product design and ride-and-show.
- Client industries included healthcare, entertainment, tech, education, banking and finance.

2000 - 2002

Graphic Designer | Universal Studios Florida

- Worked on teams creating new themed attractions for Universal Studios theme parks, including: storyline development; storyboarding; scripting; research; timing; and traffic flow/guest capacity.
- Created advertising materials for various Universal brands and product lines.
- Managed brand integrity, photo shoots, and inaugural campaigns.
- Participated on initial creative team for "Revenge of the Mummy" ride, including initial planning and creative pitches to greenlight project and budget.

EDUCATION

- **Bachelor of Fine Arts**
Ringling College of Art & Design Sarasota, FL
- **Emergency Medical Technician Certification**
IL Dept. of Public Health, Springfield, IL

PORTFOLIO

- Professional: www.LMHaynes.com
- Fine Art: www.tiahaynes.com

REFERENCES

COLLEAGUES & LEADERS:

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