

• ELIZABETH ZAPATA •

CREATIVE DIRECTOR | BRAND STRATEGY | CREATIVE OPERATIONS

CONTACT

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 Available to work in New York City

CORE EXPERTISE

- Creative Vision & Direction
- Brand Strategy & Stewardship
- Integrated Marketing Campaigns
- Storytelling & Messaging
- Multidisciplinary Team Leadership
- Team Building & Mentorship
- Audience Research & Insights
- Cross-Functional Collaboration
- Creative Feedback & Quality
- Agency & Production Partner Management
- Creative Operations
- Budget & Resource Management

TECHNICAL SKILLS

- Adobe Creative Cloud
- Figma
- Asana
- Trello
- JIRA
- Wrike
- Notion
- AI-Assisted Research and Development: ChatGPT, Claude, Perplexity

PROFESSIONAL SUMMARY

Creative leader with experience setting brand vision, directing integrated marketing campaigns, and leading multidisciplinary teams across design, project management, writing, and development. Translates audience insights and business priorities into creative strategy, storytelling, and execution from concept through launch. Partners with senior executives, marketing, sales, and product leaders to connect creative decisions to measurable business outcomes. At Scholastic, creative leadership for five Rising Voices Library collections helped generate \$32M+ in revenue, while redesigned email marketing and digital content increased campaign engagement by 67%. Brings **extensive education marketing experience, multicultural perspective, and Spanish fluency.**

EXPERIENCE

Co-Founder and Managing Partner
loft135 Creative Agency

FEB 2014–PRESENT

Overview

Co-founded a multidisciplinary creative consultancy serving organizations across education, lifestyle, nonprofit, and entertainment. Operated the consultancy alongside full-time leadership roles. Advise executives and senior marketing leaders on brand strategy and creative execution, leading engagements directly or integrating with established client teams and agencies.

- Set creative direction from audience research and competitive analysis through brand strategy, concept development, design, production, and launch.
- Translate business priorities, stakeholder insights, and audience needs into brand positioning, visual identities, messaging systems, and integrated campaign concepts.
- Direct paid and organic creative across social, digital, email, web, video, print, environmental, and sales channels, maintaining cohesive storytelling and brand standards.
- Develop websites, UX/UI experiences, executive presentations, and sales enablement materials that translate complex information into clear, compelling audience experiences.
- Partner with client departments, agencies, and vendors to manage concurrent workstreams, aligning scope, budgets, schedules, approvals, and creative quality.
- Coordinate creative collaborators and specialized production partners based on each engagement's needs; negotiate rates and define scopes, schedules, and deliverables.

AWARDS

Readex Research Advertising Excellence

2018, 2019

Beacon Award from the Association of Educational Publishers

2002, 2005, 2006, 2009, 2013

Beacon Nomination from the Association of Educational Publishers

2005

Exceptional Marketer Award

Scholastic, 2003

PUBLISHED WORKS

You Say Hola, I Say Hello

2006

Rookie Readers Geography: Puerto Rico

2007

EDUCATION

Bachelor of Science Pace University

UX/UI Certification

Senior Creative Director, Education Marketing MAR 2018–OCT 2025 Scholastic, Inc.

Overview

Led creative strategy, brand governance, and marketing design for Scholastic Education. Partnered with marketing, sales, product, and senior leadership to connect brand expression and campaign execution with business priorities.

- **Led a multidisciplinary team of 17** spanning design, project management, writing, and development, aligning creative execution and delivery with marketing and business goals.
- Directed integrated product launches and campaigns across digital, email, social, print, conferences, sales enablement, photography, and video. Creative leadership for five Rising Voices Library collections helped generate **\$32M+ in revenue** in the first three years, more than 20 times the original \$1.5M projection.
- Drove a **67% increase in campaign engagement** through redesigned email marketing and digital content, incorporating customer insights into UX/UI strategy.
- Led a brand overhaul across **40+ products**, strengthening brand consistency, cross-sell opportunities, marketing efficiency, and delivery quality.
- Aligned creative strategy with business goals for product lines and business units contributing **\$217M in annual revenue**, plus \$49M from partnerships and \$13M from curriculum initiatives.
- Managed budgets, freelancers, vendors, and distributed teams to maintain creative quality and deliver cohesive marketing assets across channels.
- **Saved \$600K annually** through vendor negotiations while maintaining high-quality creative output.
- Established Wrike as the central project management platform, **reducing reporting time by 80% and enabling faster approvals** and clearer resource planning.

PREVIOUS EXPERIENCE

Director of Marketing Achieve3000	SEP 2016–NOV 2017
Director of Marketing Mastery Education	MAR 2015–AUG 2016
Associate Director, Marketing Scholastic Inc.	OCT 2010–MAR 2015
Senior Manager, Catalogs Scholastic Inc.	APR 2005–SEP 2010