

• ELIZABETH ZAPATA •

CREATIVE DIRECTOR | BRAND STRATEGY | CREATIVE OPERATIONS

CONTACT

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LEADERSHIP SKILLS

Creative & Design Leadership

Guiding teams to deliver innovative, high-impact branding and design.

Design Thinking & Innovation

Applying creative problem-solving to drive measurable outcomes.

Team Building & Mentorship

Developing, coaching, and inspiring creative teams for peak performance.

Integrated Marketing Campaigns

Leading cross-channel campaigns for seamless customer experiences.

Strategic Brand, Content, and Messaging Direction

Curating content and shaping brand voice that resonate.

Client & Stakeholder Collaboration

Partnering to align strategy with business objectives and deliver results.

Multicultural Marketing & Spanish Fluency

Expanding reach and resonance in diverse markets. Fluent in Spanish.

TECHNICAL SKILLS

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

Creative leader driven by design, storytelling, and measurable impact.

I transform complex ideas into bold, cohesive campaigns across print, digital, and social—merging strategy with creative vision to make brands impossible to ignore. Known for building and motivating high-performing teams, I lead cross-functional partners and clients from big-picture concept to flawless execution.

EXPERIENCE

Co-Founder and Managing Partner

FEB 2014–PRESENT

loft135 Creative Agency

Overview

Co-founded loft135, a multidisciplinary creative consultancy partnering with executives and senior marketing leaders to solve complex business, brand, and communication challenges. Support organizations across lifestyle, education, nonprofit, entertainment, either leading engagements directly or integrating with established teams, agencies, and operational workflows.

- Lead engagements from competitive exploration, market analysis, persona development, stakeholder interviews, and focus groups through strategy, design, production, and launch.
- Directly advise C-suite executives and senior marketing leaders, translating business priorities, audience needs, and market opportunities into actionable brand and creative strategies.
- Bring agency-level agility to complex organizations, quickly adapting to existing teams, technologies, approval structures, brand standards, and operational workflows.
- Direct high-volume, integrated campaigns involving a high-volume portfolio of paid and organic assets across digital, social, email, web, print, environmental, video, and sales channels.
- Develop brand positioning, visual identities, messaging systems, campaigns, websites, UX/UI experiences, executive presentations, and sales enablement assets and materials.
- Build and lead tailored teams of designers, writers, strategists, developers, photographers, filmmakers, and production partners based on each engagement's needs.
- Coordinate complex, concurrent workstreams across client departments, agencies, vendors, and production teams while managing scope, budgets, schedules, approvals, quality assurance, and final delivery.
- Oversee competitor analysis, focus groups, and user research to identify differentiation opportunities and create work designed to perform in highly competitive markets.

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

- Cultivate and manage a trusted network of creative talent, production partners, and specialized vendors across disciplines.
- Negotiate rates and define scopes, staffing plans, and timelines to assemble high-performing teams that meet each engagement's creative, operational, and budget requirements.

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

Overview

Serve as the brand steward for Scholastic Education, leading creative strategy, brand governance, and marketing design initiatives across all products and campaigns. Drive cohesive brand identity, creative innovation, and high-performing marketing assets that support business growth and sales objectives.

- Directed product launches and campaigns across print, digital, email, social, conferences, sales enablement, photo/video, and promotional materials. Creative leadership for five Rising Voices Library collections helped generate \$32M+ in revenue since 2021, more than 20 times the original \$1.5M projection.
- Partnered with marketing, sales, product, and senior leaders to connect creative strategy with business goals, supporting product lines and business units contributing \$217M in annual revenue, plus \$49M from partnerships and \$13M from curriculum initiatives.
- Championed the voice of the customer in UX/UI strategy and drove a 67% increase in campaign engagement through redesigned email marketing and digital content.
- Led a brand overhaul across 24+ products while managing budgets, freelancers, vendors, and distributed teams, strengthening cross-sell opportunities, marketing efficiency, and delivery quality.
- Saved \$600K annually through vendor negotiations while maintaining high-quality outputs.
- Reduced reporting time by 80% by implementing Wrike as the central project management platform, 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