

• ELIZABETH ZAPATA •

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.

EDUCATION

Bachelor of Science Pace University

UX/UI Certification

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

Senior Creative Director,
Education Marketing

MARCH 2018-PRESENT
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.

Key Responsibilities & Achievements

- Lead the development and implementation of a comprehensive brand style guide and product brand hierarchy, ensuring consistent messaging and visual identity across all channels.
- Partner with marketing and sales teams to create high-impact campaign creative, supporting product launches, promotions, and strategic initiatives.
- Coordinate and collaborate with remote and cross-functional teams, maintaining brand continuity, responsiveness to project needs, and timely delivery of all design work.
- Implemented Wrike as the central project management platform, streamlining workflows, improving cross-team collaboration, and reducing reporting time by 80%. Enabled real-time project tracking, faster approvals, and optimized resource allocation.
- Manage, scale, and optimize freelancers and vendor resources to meet project goals, control costs, and achieve campaign metrics.
- Conduct division-wide branding audits and assessments, applying design methodology and research to redesign collateral, unify brand experience, and improve overall marketing effectiveness.
- Oversee the production of marketing collateral, including conference graphics, product collateral, website content, logos, email campaigns, and social media materials.
- Design and deploy email marketing protocols, implementing best practices to maintain a healthy sender reputation and improve engagement metrics.

AWARDS

ReadexResearch 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

- Lead creative development and production for high-profile initiatives across digital, print, and social, emphasizing design-thinking and innovation to maximize ROI.
- Develop and manage project budgets, forecasted traffic volume, and marketing costs; track performance metrics to measure campaign success and optimize future initiatives.
- Negotiate with publishers and vendors on placement, timing, and cost, improving efficiency and ROI for advertising spend.
- Lead the design and production of product launch campaigns, coordinating video/photo shoots, prelaunch advertising, sales presentations, social media outreach, and promotional items.
- Serve as the voice of the customer in UX/UI, providing insights that improve digital experiences and audience engagement.

Key Achievements / Metrics

- Provided creative leadership for the launch of five Rising Voices Library Collections, driving \$32M+ in revenue since 2021—over 20x the originally projected \$1.5M, setting a new benchmark in the classroom library market.
- Supported product lines, sales, and business units through creative leadership, contributing to \$217M in revenue last fiscal year, plus \$49M from partnerships and \$13M from curriculum initiatives.
- Increased campaign engagement by 67% through redesigned email marketing and digital content.
- Conducted a branding overhaul across 24+ products, standardizing messaging and collateral to enhance cross-sell opportunities and marketing efficiency.
- Negotiated vendor contracts that saved \$600K annually while maintaining high-quality outputs.
- Streamlined project management via Wrike, reducing reporting time by 80% and improving delivery efficiency across all teams.

PREVIOUS EXPERIENCE

Director of Marketing

SEPT 2016–NOV 2017
ACHIEVE3000

Director of Marketing

MAR 2015–AUG 2016
MASTERY EDUCATION

Associate Director,
Channel Marketing

OCT 2010–MAR 2015
SCHOLASTIC, INC.

Senior Manager,
Catalogs & Promotions

APR 2005–SEPT 2010
SCHOLASTIC, INC.