

Maggie Soldano | ELEVATING BRANDS AND BOOSTING BUSINESS VALUE THROUGH FORWARD-THINKING, CREATIVE LEADERSHIP

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Transformative **Creative Director** known for driving creative excellence and aligning strategic vision with business goals. Expert at leading cross-functional teams, elevating brands, and delivering impactful business results across diverse sectors. Proven track record in building a culture of collaboration, transparency, and empowerment within teams. Skilled in both big-picture thinking and meticulous execution, I bring a proactive approach to optimizing resources and streamlining processes for maximum impact.

- **Strategic Brand Creative Leadership:** Led a comprehensive rebrand of NNA Services, enhancing the visual and verbal identity of marcom campaigns, products, and educational assets, contributing to revenue growth from \$36M in 2016 to nearly \$80M by 2022.
- **Team Development and Engagement:** Initiated and championed team-building initiatives across departments, boosting innovation and collaboration. Improved team satisfaction scores by 12% at Kaiser Permanente and stakeholder satisfaction scores by 38% at NNA, fostering engagement and trust.
- **Operational Transformation:** Overhauled project intake, prioritization, and creative review processes to drive transparency, collaboration, and efficiency, achieving a 27% improvement in on-time delivery at KP and a 34% increase at NNA.
- **Creative Vision and Innovation:** Consistently drove creative vision across all projects, ensuring alignment with brand identity and strategic goals. Fostered a culture of innovation, enabling the team to explore fresh sources of inspiration and stay ahead of industry trends.
- **Client and Stakeholder Management:** Collaborated with senior leadership to align creative strategies with business objectives, strengthening stakeholder and client relationships and driving impactful creative solutions that address client needs and exceed service expectations.
- **Performance Metrics and Creative ROI:** Established KPIs for creative projects, tracked and reported on the impact of creative work, and demonstrated how design choices drive meaningful results.

Director of Creative

Aug 2023 – Apr 2024

HMA[®] Intelligent Marketing, Monterey, CA (Remote) — HMA is a strategic marketing consultancy and martech solution provider for the hospitality sector with proprietary CDP, CRM, and email capabilities.

Recruited by the principal owner to elevate creative services for retainer clients, later expanding focus to build company visibility and lay the foundation for an in-house creative agency.

- **Expanded service catalog** with brand kits and customizable templates, empowering clients to maintain brand consistency while generating upsell opportunities for account teams.
- **Tripled B2B content marketing efforts**, producing highly targeted social media content and retention email campaigns that engaged the firm's most profitable client groups.
- **Doubled LinkedIn followers** through a strategic content plan, boosting brand presence and engagement.
- **Revamped project management infrastructure** to enhance transparency and foster collaboration across leadership, creative, technology, and account teams.
- **Pioneered event marketing program** as a lead generation source, establishing a new qualified pipeline for sales opportunities within the account team.

Creative Director

Nov 2016 – Apr 2023

National Notary Association, Chatsworth (Los Angeles), CA (Hybrid) — The NNA assists customers through complex commissioning processes with training, membership, insurance, products, and industry events.

Tasked with building a cohesive brand identity, expanding in-house capabilities for omnichannel campaigns, and infusing innovation into MarCom initiatives to promote brand awareness and drive sales.

- **Built a high-performing creative team**, adding expertise in copywriting, UI/UX, and video production, resulting in a 13% increase in email and web conversions and a 200% rise in YouTube subscribers.
- **Led a comprehensive rebrand**, refining and establishing standards for visual elements, including fonts, color palettes, iconography, and video standards, which boosted team efficiency by 18%.
- **Engineered and implemented project planning enhancements** that led to a 34% improvement in on-time project delivery and increased stakeholder satisfaction scores by 38%.
- **Deployed a digital asset management system** providing organization-wide self-service access to completed projects and enabling greater brand consistency across communications and products.
- **Set KPIs and Measured ROI on creative initiatives**, reporting measurable gains in engagement and demonstrating the value of brand-driven content across channels.

Associate Creative Director, Brand Creative

Oct 2008 – Aug 2016

Kaiser Permanente, Burbank, CA (On-site) — KP is a leading U.S. healthcare provider and insurer, offering integrated health plans and coordinated medical services to over 12.5 million members across eight regions.

Promoted from Senior Designer to Associate Creative Director to elevate creative output, enhance brand image, and build a high-performing team that delivers exceptional service and strategic, impactful solutions.

- **Led a team of 24+ creative professionals** across graphic design, copywriting, project management, and production, creating impactful work recognized by 26 industry awards, including GDUSA In-House Design, GDUSA Health and Wellness Design, HPRMA Gold, HPRMA Silver, and MarCom Gold.
- **Expanded creative support** from a single marketing unit to seven distinct marketing teams, including direct-to-consumer (individual/family), Medicare, and B2B, broadening the value of our brand expertise.
- **Increased speed-to-market by 27%** through process improvements, including more effective project intake and creative briefs, better collaboration, and a deep commitment to transparency and partnership.
- **Enhanced employee engagement**, achieving a 12% increase in PeoplePulse scores by fostering a culture of support, growth, and innovation within the creative team.
- **Developed creative strategies** to align campaigns with business objectives, balancing ambitious creative goals with resource constraints through prioritization, consolidation, and innovation.

Senior Designer

Aug 1998 – July 2008

Levine & Associates, Inc., Washington, DC (On-site) — a prestigious full-service communications consultancy empowering designers with ownership of client relationships and project execution across government, education, healthcare, nonprofit, Fortune 500, travel, entertainment venue, and food sectors.

- **Developed strategic, award-winning creative solutions** to address complex business challenges for a diverse client base, building strong, long-term client relationships.
- **Delivered comprehensive creative services**, from proposal development and design strategy to production and vendor management, ensuring the highest-quality outcomes.
- **Earned multiple design awards**, including recognition from the W3 Awards, American Corporate Identity, the International Academy of Visual Arts, and Logo World.

Skills and Strengths

- **Design and Branding:** Typography, color theory, composition, art direction, idea generation, identity standards, cross-channel consistency, aesthetic improvement, persona development, and style guides.
- **Creativity and Innovation:** Creative vision, design thinking methodologies, brainstorm facilitation, storyboarding, user-centered design, concept development, customer journey mapping, strategic visioning, A/B testing, and agile creative processes.
- **Leadership:** Creative mentoring and coaching, people management, performance reviews, recruiting, brainstorming, executive presentations, team building, and relationship building.
- **Project Management:** Budgeting, scheduling, prioritization, negotiation, building commitment, client/stakeholder relationship management, agile problem-solving, and resource management.
- **Marketing and Strategy:** Data-driven strategy, creative brief development, messaging development, brand storytelling, agile marketing, email campaigns, social media, advertising, events, and direct mail.
- **Other:** Collaboration-focused, inclusive, deadline-driven, critical thinker, Mac proficient (PC capable), Adobe Creative Cloud, Atlassian Jira and Confluence, MRM and DAM experience, Microsoft 365, iWork suite, Monday.com, Scrum framework, ADKAR, and performance management.

Education

BA, Organizational Leadership Major with Specialties in Digital Marketing and Project Management

Colorado State University Global, Aurora, CO — 3.9 GPA

Honor Society Inductee of the National Society of Leadership and Success (Sigma Alpha Pi)

Certificate, Digital Marketing Professional

Digital Marketing Institute, Dublin, Ireland

AA, Graphic Design and Visual Communications

Art Institute of Philadelphia, Philadelphia, PA

Professional Development Highlights

- Leadership Communication for Maximum Impact, Northwestern University (Coursera)
- High-Performance Collaboration, Northwestern University (Coursera)
- In-House Management Intensive, How Design University
- Innovation and Creativity, Disney Institute, Anaheim, CA
- In-House Management Intensive, How Design Live Conference, San Francisco, CA
- Situational Leadership, American Management Association, Los Angeles, CA
- Facilitative Leadership, Interaction Associates, Los Angeles, CA

Professional Endorsements

“With amazing energy, Maggie managed a large creative team within a complex, fast-paced organization. She was respected by her team, equal parts creativity coach and cheerleader. Her operational analysis and organizational abilities were equal to her marketing and creative skills. Her skills and experience are at the highest level, and working with her is a joy.” — **John Crane**, Executive Creative Director

“Maggie was an outstanding creative partner. She is an incisive and strategic creative director and an excellent people manager. What makes Maggie an effective leader is her excellent strategic thinking and problem-solving skills. But even more importantly, Maggie has an extremely high emotional IQ. I would not hesitate to work with Maggie again.” — **Liz Mason**, Sr. Director, Strategic Consumer Marketing