

Demetra Mazria

CREATIVE DIRECTOR

OVERVIEW

Seasoned Creative Director with a proven track record of rebranding, creative leadership, and successful brand strategy implementation. Demonstrated ability to lead remote and in-house teams, streamline operations, and achieve significant growth in revenue and brand awareness. Specializing in 360° creative direction, hands-on design, branding, and niche market positioning. Professional experience encompasses fashion, home, beauty, wellness, and non-profit.

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SELECT EXPERIENCE

Sr. Creative Director // Playboy Group

December 2021 - April 2023

- **Rebranding and Sales Strategy:** Spearheaded the complete rebranding of Yandy.com, a lingerie marketplace (current site does not reflect aesthetic while owned by Playboy), encompassing web, social, email, and print, in collaboration with Playboy Group. Worked closely with the VP of Marketing to develop and implement effective sales strategies.
- **Creative Leadership & Department Management:** Led the creative vision and oversaw the design and production of all campaigns and consumer facing visuals, including digital packaging and print. Successfully built and lead remote teams, fostered collaboration between cross-functional departments and creative teams to deliver high-quality output, on time and on budget. Assisted with other brands owned by Playboy Group.
- **Industry Trends:** Monitored industry trends to guarantee that the brand's creative output remained aligned with current trends and was on-brand. Pushed visuals to be body positive, inclusive, and able to compete with similar brands.
- **Photographic Standards:** Established aesthetic and best practices/workflow for photography, covering campaigns, special projects, and e-commerce.
- **Campaign Development:** Developed, ideated, and executed all campaigns, oversaw social media presence, influencer selection, and built freelance teams. Enhanced website UX within budget constraints.
- **Paid Media & Brand Awareness:** Work with paid media partners to enhance conversion rates and brand awareness. Developed and oversaw special projects and collaborations. Managed social media strategies to broaden outreach through diversity and influencer collaboration

Freelance Creative Director

November 2006 - Present

- **Freelance for:** Levi's, NYX, Smashbox Cosmetics, VCA National Animal Hospitals, Lumineux Health, various start ups, etc.
- **360° Creative Direction:** Provided comprehensive creative direction and branding services to DTC/ecommerce brands, agencies, and individuals, with a focus on strong brand strategy and niche market positioning.
- **Service Range:** Offered a diverse range of services, including branding, copywriting, UX/web design, campaign conceptualizing, email marketing, styling, photography, videography, full production, and experiential design.

Creative Director // NYDJ

Los Angeles, October 2017 - February 2019

- **Brand Repositioning:** Successfully repositioned the NYDJ brand through digital, video, photography, and experiential events, creating a unique aesthetic. Established ecommerce photography process, look, and best practices. Target demographic - women 35+.
- **Creative Direction:** Produced, ideated and creative directed all photoshoots and video, including ecommerce. Built a team of photographers, videographers, producers, hair and make-up and stylists. Was responsible for all talent casting.
- **Company Performance Metrics:** Partnered with direct-to-consumer to relaunch NYDJ.com. The site coupled with creation of fresh content resulted in an 11% increase in organic traffic, a 33% boost in year-over-year organic revenue, total conversion rates climbing 22%, and a mobile conversion rate boost of 31% within 4 months. Directed custom back end CMS for use by multiple departments. Email marketing and campaign content was integrated to focus on engagement, acquisition and conversion.
- **Overhaul of Creative Budget:** Restructured and oversaw a 2 million dollar creative operations budget to cover campaigns, editorial shoots, ecommerce and freelancers. Reduced campaign and editorial shoot costs by 60% while improving workflow and brand aesthetic.
- **Retail Design:** Oversaw the design and implementation of retail storefronts and interior store signage for flagship and wholesale applications.
- **Department Management:** Managed an in-house team of graphic designers and copywriters to ensure a consistent, elevated brand voice.
- **Cross Department Collaboration:** Innovated marketing objectives, timelines and content to push creative limits, increase brand awareness and streamline efficiency. Crafted seasonal and yearly brand guides/sizzle reels to provide to shareholders and partners. Oversaw wholesale, and global partners to provide creative and strategic oversight and deliver content-rich assets for online and in store.

EDUCATION

Syracuse University

Communications Design BFA 2006
Dean's Scholarship

NOTABLE BRANDS

American Express
Bath and Body Works
Christian Louboutin
Condé Nast Digital
Estée Lauder
Hasbro
Hello Kitty
Hourglass Cosmetics
Jane Smith Agency
KVD Beauty
Kelly Wearstler
Levi's
Lumineux Health
Netflix
NYDJ
NYX Cosmetics
Pen & Public
Playboy
Sea to Summit
Sephora
Smashbox Studios
VCA Animal Hospitals

SKILLS

Advertising and Marketing Expertise
Brand Management
Campaign Creation and Production
Casting
Collaboration
Copywriting
Data Analysis
Email Marketing
Leadership
Graphic Design
Print & Packaging Production
Project Management
Software Proficiency (Adobe Creative Suite, Figma, Sketch Up, etc.)
Video Editing
Web Design and UX