

# Demetra Mazria

## CREATIVE DIRECTOR

### OVERVIEW

Seasoned Creative Director and hands-on designer with a proven track record of rebranding, creative leadership, and successful brand strategy implementation. Focus & expertise in DTC, E-comm, and lifestyle brands. Unafraid to push boundaries and embrace the unconventional, consistently delivering unique and impactful creative solutions. 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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### RECENT PROFESSIONAL EXPERIENCE

#### Sr. Creative Director // Yandy, Playboy Group

April 2021 - April 2023

- **Rebranding and Sales Strategy:** Spearheaded the complete rebranding of Yandy, a lingerie marketplace (current site does not reflect aesthetic while owned by Playboy), encompassing web, social, email, and print. Worked closely with President, VP of Marketing and VP of Merchandising to develop and implement effective sales and marketing strategies. Crafted aesthetic and brand voice to be modern and compete with relevant brands such as Savage X Fenty, Agent Provocateur, etc.
- **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.
- **Campaign & Photographic Development:** Established aesthetic and best practices/workflow for photography, covering campaigns, special projects, and e-commerce. Developed, ideated, and executed all campaigns, and built freelance teams.
- **Industry Trends & Social Media:** Revitalized Yandy's Social Media Presence, achieving a 22% revenue increase by aligning with a fresh aesthetic and brand voice. Expertly guided influencer selection and ensured creative output reflected industry trends, emphasizing body positivity and inclusivity for enhanced brand competitiveness.
- **E-comm and DTC Expertise:** Transformed e-commerce site and UX within budget constraints. Elevated online platforms through innovative design, optimized product presentation, and improved UX, resulting in substantial sales growth and heightened customer satisfaction.
- **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

2017 - Present

- **Freelance for:** Notable brands such as Levi's, NYX, Smashbox Cosmetics, VCA National Animal Hospitals, Lumineux Oral Essentials, Agencies, and various start ups.
- **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 graphic design, branding, copywriting, UX/web design, campaign conceptualing, email marketing, styling, photography, videography, full production, and experiential design.

#### Creative Director // NYDJ

October 2017 - December 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+.
- **Website Redesign:** Provided digital, UX, and ecommerce direction for the redesign of NYDJ.com. Worked with developer to create custom back-end CMS for ease of use and maximum design flexibility. The new site generated a 33% boost in organic revenue and a mobile conversion rate boost of 31% within 4 months of launch.
- **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.
- **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 GPA 3.7

### 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  
Waldorf Astoria

### SKILLS

Advertising and Marketing Expertise  
AI renderings and image creation  
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