

Demetra Mazria

CREATIVE DIRECTOR

OVERVIEW

A 360° creative director with over 17 years of hands-on experience, my career spans fashion, home, beauty, wellness, and non-profit. Through empathic and decisive leadership, I actualize clients' full potential in a collaborative environment. I have worked both in-house full time and independently as a creative director (on and off set). I leverage my curiosity for consumer behavior and strategic marketing to provide brands with a unique vision and elevate their marketing efforts. I have a proven track record of building creative teams, establishing best practices, managing budgets, and driving annual content creation and strategy from the ground up.

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SELECT EXPERIENCE

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

December 2021 - April 2025

- Brought on by Playboy Group to rebrand (all consumer touchpoints - web, social, email, and print) and spearhead creative at Yandy.com, a lingerie marketplace. Closely worked with the VP of Marketing to successfully develop and implement sales strategies.
- Responsible for leading the creative vision. Oversaw the design and production of all creative materials (digital packaging, and print), and management of the creative team.
- Stayed up to date on industry trends to ensure that the brand's creative output is on-brand and on-trend.
- Established aesthetic and best practices/workflow for all photography including campaigns, special projects and ecommerce.
- Developed, ideated and executed campaigns, oversaw social media presence and influencer selection, built all freelance teams, oversaw all email marketing and improved UX on the website within budget constraints.
- Worked with paid media partners to improve conversion and brand awareness.
- Developed and oversaw all special projects and collaborations
- 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.

Freelance Creative Director

November 2006 - Present

- 360° Creative Direction and branding for DTC brands, agencies and individuals.
- Focus has been in the consumer facing arena with an emphasis on creating a strong brand strategy and niche market position.
- Services rendered include branding, copywriting, UX/web design, campaign concepting, email marketing, styling, photography, videography, full production, and experiential design.

Creative Director (contract) // Lumineux Oral Essentials

Los Angeles, February 2019 - August 2019

- Copywriting, brand messaging, and content creation for millennial focused, scientifically backed, non-toxic oral care brand.
- UX and web design of new ecommerce site preceding launch in Whole Foods stores. Email marketing design and strategy.
- Production and creative direction for photoshoots and a 3 minute brand video shoot, screenwriting included.

Creative Director // NYDJ

Los Angeles, October 2017 - February 2019

- Created unique brand repositioning and niche aesthetic through digital, video, photography and experiential events. Oversaw day to day creative and strategy for website, email, and social media.
- Established ecommerce photography process, look, and best practices.
- 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.
- 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.
- 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.
- Oversaw design and implementation of all retail storefronts and interior store signage for both flagship and wholesale applications.
- Managed an in-house team of graphic designers and copywriters to ensure brand voice was consistent, elevated, and appealing among all avenues of the company.
- Reported directly to VP of Marketing. Innovated marketing objectives, timelines and content to push creative limits, increase brand awareness and streamline efficiency. Crafted seasonal and yearly brand guides to provide to shareholders and partners.
- Worked cross functionally with marketing, direct-to-consumer, wholesale, and global partners to provide creative and strategic oversight and deliver content-rich assets for online and in store.
- Hands-on design of digital, print, and packaging pieces including a capsule collection with Chico's.

EDUCATION

Syracuse University

Communications Design BFA 2006
Dean's Scholarship

NOTABLE BRANDS

American Express
Bath and Body Works
Christian Louboutin
Condé Nast Digital
Fenton
Fullscreen
Hasbro
Hello Kitty
Hourglass Cosmetics
Jane Smith Agency
Kat Von D
Kelly Wearstler
Levi's
Netflix
NYDJ
NYX Cosmetics
Pen & Public
Playboy
Sephora
Smashbox Studios
VCA Animal Hospitals

SKILLS

Advertising
Brand Development
Campaign Strategy
Copy Writing
Creative Direction
Experiential Design
Illustration
Interactive
Logos / Branding
Marketing
On-set Direction
Packaging Design
Photography / Videography (shooting, directing, editing)
Production Design
Prop Styling and Arts Fabrication
Print Design
Retouching
Social Media Marketing
Styling
UX & Web Design (Html + CSS)