

Creative Manager with 8+ years of experience across branding, digital campaigns, packaging, video, photography, and visual content. I'm hands-on with design and concept development while also leading creative teams, shaping campaign direction, and working closely with marketing and product partners. My strength is connecting strong visual execution with clear business and brand goals.

Experience

Creative Manager - Vego Garden Tomball, TX

03/2022 - Present

- Lead creative direction and hands-on development across digital ads, social, video, web, email, packaging, and retail, keeping the brand consistent across channels.
- Manage and mentor a multidisciplinary creative team across five functions—graphic design, video, motion, photography, and content production—while guiding overall creative direction and quality.
- Work closely with marketing, e-commerce, product, and leadership teams on campaign concepts, briefs, content plans, and launch execution.
- Lead packaging and retail creative across DTC, Amazon, Walmart, and physical retail, including dielines, production-ready artwork, print specifications, and vendor coordination.
- Directed a YouTube brand campaign that delivered a 2.78% absolute brand lift, using audience insights to shape creative direction and messaging.
- Helped drive a 76% YoY increase in paid media revenue through creative direction, campaign development, and ongoing creative optimization.
- Lead major campaign, video, packaging, and retail projects from concept through production, managing vendors, timelines, and budgets while maintaining a 95% on-time completion rate across key launches.
- Introduced AI tools into the creative workflow to speed up ideation, visual exploration, content adaptation, and production.

Creative Instructional Coordinator - Beibei Amigos LLC

07/2018 - 02/2022

- Led visual design and creative production for educational content across digital and print formats.
- Managed design workflows and collaborated with educators and external partners on web-based and cross-cultural content.

Education

Arizona State University

2016 - 2018

- M.S. in Visual Communication Design | 2016–2018

ShanDong Arts University

2010 - 2014

- B.A. in Visual Communication Design | 2010–2014

Skills

Creative & Brand

- Creative Direction
- Brand Strategy
- Campaign Development
- Art Direction
- Creative Briefing

Digital & Production

- Social Media
- Paid Media
- Web Content
- Video Production
- Motion Graphics
- Photography
- Email Marketing
- Retail & Packaging

Leadership

- Team Leadership
- Cross-functional Collaboration
- Vendor Management
- Budget & Timeline Management

Tools

- Adobe Creative Cloud
- Figma
- Microsoft PowerPoint
- Shopify
- Wordpress
- CapCut
- Generative AI Tools