

Marla A. Mrowka

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Creative Direction

Thrives on converting chaos into clarity, serving as a creative leader who effectively guides teams to optimal success by using strategic vision to nurture a community where positivity flourishes...

KEY DIFFERENTIATORS

- ✓ Exemplary and *effective communicator* recognized for the ability to *seamlessly convey ideas and instructions* to guide junior members and direct reports into becoming *high-performing creative professionals*.
- ✓ Highly proficient at using strategic mindset, innate creativity, and collaboration skills to organize *compelling marketing and social media campaigns* to push brand objectives forward, *resulting in the securement of brand contracts*.
- ✓ Proven self-starter, capable of *quickly taking on challenging initiatives* and providing *innovative solutions* to clients, colleagues, and direct reports.
- ✓ Demonstrated experience *working closely with several industries*, including entertainment, finance, consumer goods, health & wellness, and B2B, showcasing *diversified experience* in the creative space and the *ability to adapt to environments quickly*.

CORE EXPERTISE: Master Communicator | Creative Direction | Attention to Detail | Organization | Collaborative Team-Player | Quick Learner | Optimization | Proactive Self-Starter | Observation and Research | Adaptable | Social Media

PROFESSIONAL EXPERIENCE

Associate Creative Director ■ Movement Strategy ■ Remote

Sept 2022 – Feb 2024

Key Accomplishments:

- ✓ Collaborated with the Account Director on a client project to clarify service offerings, including rapid and precise execution that exceeded client expectations, *resulting in securing a high-engagement social media campaign* that also *resolved a challenging project start*.
- ✓ Effectively relocated a direct report to a new client account that offered varying experiences, implementing a strategic coaching plan, *leading to their success in the role, a 5% raise, promotion*, and receiving positive feedback from their team.
 - Expertly navigated daily routine while leading and contributing to overall business strategies rooted in social media creative execution and direction, ensuring the expansion of online audiences.
 - Worked closely with various businesses including 10 entertainment clients, and 8+ others across finance, consumer goods, health, and wellness, and B2B, while also helping to achieve 3 new business wins.
 - Served as the driving force behind a cross-departmental team of AI-curious peers, facilitating and leading AI training and sharing innovative tools, broader AI news, and a monthly internal newsletter tailored to agency needs ('23-'24).

Senior Art Director ■ Movement Strategy ■ Remote

May 2021 – Sept 2022

Key Accomplishments:

- ✓ Quickly adapted to a new team, helping to *alleviate the workload* of an overloaded Associate Creative Director within 30 days of employment by proactively identifying and addressing inefficiencies, *leading them to a restored work-life balance*.
- ✓ Accelerated company revenue by *securing over \$700k in scopes of work within 1.5 years*, contributing to new business pitches, coordinating brainstorming sessions, timelines, and creative, *resulting in winning new clients*.
 - Played a significant role in the professional growth of junior creatives through consistent mentorship and guidance via bi-weekly check-ins and quarterly coaching sessions, leading to optimal success within their unique career paths.
 - Established high-performing teams, applying transparent communication practices, positive reinforcement, and constructive feedback, ensuring the development of a cohesive, productive, and collaborative work community.

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Professional Experience Continues...

Interior Designer ■ The S/L/A/M Collaborative ■ Glastonbury, CT

June 2018 – May 2021

- Successfully explored an interest in interior design, earning a master's degree while leveraging academic and practical experiences to acquire a stronger foundation in design principles and methodologies.
- Acquired NCIDQ certification, helping further expand proficiency in interior design practices to provide clients with high-quality and industry-standard design solutions.

Senior Art Director | Art Director | Designer ■ VaynerMedia ■ NYC, NY

April 2012 – June 2016

- Enhanced brand awareness and engagement by developing innovative strategies and compelling content, creating, and launching impactful social media campaigns for well-known consumer goods (CPG) and entertainment brands.
- Provided critical oversight for design initiatives, ensuring brand consistency and quality across various projects while mentoring team members to improve their creative professional skills.
- Directed the creation and implementation of effective marketing strategies, resulting in increased brand visibility, higher audience engagement, and positive ROI for clients within the consumer goods and entertainment industries.

ADDITIONAL EXPERIENCE

Freelance Creative Direction & Design ■ Bob's Discount Furniture, Purple Carrot, HBO, HBO Max ■ Remote

- Applied design agility and organizational skills to efficiently produce digital assets including email campaigns, banner ads, and paid and organic social media creative, plus out-of-home (OOH) campaigns including billboards and digital truck ads.
- Directed the optimization of digital assets to align with evolving social media platform best practices, improving engagement with key audiences.

Digital Artist ■ The Martin Agency ■ Richmond, VA

- Demonstrated marketing expertise and creativity by designing compelling banner ads, graphics, email campaigns, Adobe Flash creative, and website landing pages for several Fortune 500 companies.
- Strategically collaborated with developers on work implementation, resulting in cohesion and brand uniformity.

EDUCATION

Master of Design, Rhode Island School of Design, Providence, RI | 2018

Interior Architecture / Design

Bachelor of Fine Arts, Rochester Institute of Technology, Rochester, NY | 2010

New Media Design & Imaging | Creative Writing

TECHNICAL SKILLS

Adobe Photoshop | Illustrator | AfterEffects | Media Encoder | Express | XD | InDesign | Figma | Google Workspace | Asana | Trello | Slack | Airtable | Microsoft Teams | ChatGPT | Claude | Midjourney | Dall-e | Bard/Gemini Advanced