



## MARIA FERNANDA CEREZO

### 1. The client cannot provide sponsorship. Do you require any type of work authorization now or in the future?

No, I do not require any type of authorization, I am a Green Card holder.

### 2. Do you already live in East LA / Whittier area or within close enough driving distance for the daily commute (\*reminder, this role is 100% on-site M-F, no exceptions)?

Yes, I live in South Gate 90280. Commuting time is 30min approximately.

### 3. How many years of design and creative leadership do you have?

I have 17 years of experience as a Graphic Designer and Art Director, and 2 years of hands-on creative leadership experience. During that time, I've led and mentored freelance designers, providing direction, feedback, and workflow structure to help them deliver high-quality work and meet project goals. This combination of deep design expertise and practical team leadership allows me to guide creative output with both vision and clarity.

### 4. Do you have recent agency experience?

Yes, I am working for the RKD group right now.

### 5. What is your specific experience with social media creative leadership (not general CD/AD)?

My social media creative leadership experience is rooted in building platform-specific strategies, leading content teams, and driving performance outcomes through insight-driven creative.

One example is the **Black Friday** campaign I led for Bauer. I oversaw the full social creative strategy across multiple platforms, directing a team of designers, editors, and community managers. My role included developing the social-first concept, creating platform-adapted versions for TikTok, Instagram, and YouTube Shorts, and building a rapid content pipeline for daily drops.

During the campaign, I used real-time data to adjust creative, shifting emphasis to formats and hooks that performed strongest for conversion. The result was one of Bauer's highest-engagement sales periods of the year, with content that felt culturally relevant, premium, and aligned with the athlete-driven identity of the brand.

Another strong example is my growth marketing work for **Lucyd**, where I led creative direction for **social content promoting** their smart eyewear. This role required balancing product education with lifestyle storytelling, particularly for paid social. I developed short-form video concepts, UGC-style creator prompts, and visual identity guidelines that positioned Lucyd as both stylish and tech-forward.

By testing different value propositions, hands-free connectivity, audio quality, and prescription functionality, I helped improve CTR and retention across Meta and TikTok campaigns, while also establishing a more cohesive visual language for the brand's social channels.

**Across both of these examples, what defines my social media creative leadership is:**

- Building social-first concepts, not repurposing brand campaigns
- Leading cross-functional creative teams with speed and clarity
- Using performance data to influence creative direction in real time
- Designing content that fits each platform's culture, algorithm, and behavior
- Driving measurable results, whether engagement, conversion, or audience growth
- I don't just lead the work – I shape it, test it, refine it, and ensure it performs.

**6. What is your direct link to your specific social media creative samples (make sure the link/s goes direct to the social media samples, not your general homepage of a portfolio).**

**Bauer / Lucyd / Loops / WePlan / Aquayar** (please click to link)

**7. Do you have experience with not just social creative but also leading social creative based on data and performance analytics of those pieces?**

Yes, I regularly use data and performance analytics to guide social creative.

The main tools I rely on are:

- **Meta Business Suite & Ads Manager** for engagement metrics, CTR, retention, A/B tests, and creative breakdowns
- **TikTok Analytics & TikTok Ads Manager** for thumb-stop rate, watch time, and creative performance comparisons
- YouTube Studio for retention graphs and thumbnail performance
- **Google Analytics (GA4)** to track traffic and conversions from social

Will like to experiment with, **Sprout Social / Hootsuite** for cross-platform reporting and trend insights

I use these tools to quickly understand what's performing, identify winning creative patterns, and lead my team in producing content that's optimized, platform-native, and aligned with audience behavior.

## 8. Do you have current AI experience in helping you concept or for ideation? If so, which AI tools are you mostly using?

Yes, I actively integrate AI into my creative process, both for concept development and ideation. AI helps me generate ideas faster, explore multiple visual directions, and even refine copy or storyboarding before bringing it to the team.

The tools I use most include:

- **Nano Banana** for rapid moodboarding and visual concept iterations. It's great for quickly generating multiple creative directions and seeing which visual style resonates before committing design resources.
- **Adobe Firefly** for AI-assisted image creation, compositing, and texture exploration. I use it to experiment with brand-aligned visuals, explore alternative layouts, and even create assets that can inspire the final design.

By combining these AI tools with my design expertise, I can accelerate the ideation process, enhance creativity, and produce more diverse, high-quality concepts that are ready to move from idea to execution.

## 9. Are you already working with a recruiter at Onward Search?

I started with Shane Lemons

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**cerezo.ar**