



mapitamayo.com
pw:hellothere

THE TOOL BOX

Core Strengths

Creative Direction
Brand Strategy
Art Direction
Team Leadership
Brand Storytelling
Process & Efficiency Building
Packaging & Print Production

Expertise Areas

Brand Development
Campaign & Concept Strategy
Go-to-Market & Web Design
Creative Marketing

Creative Skills

Human-Centered Design
Visual Concepting
Photo & Video Direction
Layout & Typography
Illustration

Tools

Adobe Creative Suite
Figma / Relume
Jitter *Motion
Google Workspace
Gen-AI *Nano-banana, Weavy,
Flora

Languages

Spanish (Native)
English (Fluent)

Contact

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(561) 570 0910

EDUCATION

Savannah College of Art and Design
MA Advertising
2017 - 2019

Universidad de los Andes
BFA Communication Design
2012 - 2017

RELEVANT EXPERIENCE

Marketwake
ATL

Associate Creative Director | 2025 – Current
Lead all creative execution across the agency, overseeing brand, website, and growth marketing initiatives from strategy through launch. Own creative direction for rebrands, brand refreshes, and go-to-market strategies, aligning creative, strategy, and business goals. Drive website and digital experience strategy with a focus on conversion, performance, and scalability, while setting and upholding creative standards across accounts to ensure consistency, quality, and impact. Partner closely with executive leadership, strategy, development, and account teams to shape and execute creative vision, lead high-level client presentations and pitches. Championed AI adoption across the team, integrating node-based generative tools into production and creative workflows.

Art Director – Team Lead | 2023 – 2025

Led and mentored a team of 6+ designers, building scalable design systems including digital ads, landing pages, and sales presentations optimized for web and global digital formats. *Clients include: Machete, All My Sons, 100 Coconuts, and others.*

Metaleap Creative
ATL

Art Director / Senior Designer | 2021 – 2023

Led and executed creative concepts across branding, publications, packaging, web and product, and environmental design – art directing photographers and videographers to bring ideas to life while consistently maintaining high-quality visual standards. *Client included: Coca-Cola Consolidated, Three Taverns Brewery, International Justice Mission, and Dwell App.*

Thrive Market
LA

Contract Packaging Designer | 2021

Developed production-ready packaging files for private-label products, managing print specs, dielines, and color for retail shelf.

Vigor Branding
ATL

Designer & Illustrator | 2019 – 2021

Directed production design across packaging and OOH formats, from concept through press-ready files.

BBDO Atlanta
ATL

Art Director Intern | 2019

Supported concept development and pitch work for national advertising campaigns for DOOH and OOH, from concept to print. *Clients include: Honey Baked Ham, Norwegian Cruise Line, Lay's, Sanderson Farms.*