



Adrian Diaz

Creative Content Director

📍 New York, NY, USA

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

Languages

Spanish (Fluent)

English (Fluent)

About

Strategically working for 10 + years with global brands, creatively producing, managing, and directing marketing, content, and digital initiatives. Expert in bringing out the best of a worldwide network of creative talent to deliver on-brand, on-strategy, on-time, on budget initiatives for marketing and business-focused clientele. Building brand equity, seen through consumer content.

BRANDS WORKED WITH

Lacoste

Maureen Circle

McM Worldwide

the Promotion Factory

Various Fashion Clients

Experience

● PRESIDENT

Maureen Circle | Aug 2018 - Now

Authored full-service innovative content development from strategy, concept, art buying, production, and the 100% on-time final delivery of content for modern brands used both digitally and physically.

•Increased brands' KPIs by 30-50% organically through the alignment in strategy. Clients: SSENSE, Burberry, Diesel, MCM Worldwide, Mavi

● GLOBAL CONTENT DIRECTOR

McM Worldwide | Jan 2021 - Jan 2022

Developed the Global Creative Content Strategy to scale brand equity and sales to an infinite number of luxury global shoppers maintained 2% conversion and up to 5% during special product launches and peak holidays.

•Executed an average 30% increase in KPIs through the on-time delivery of Global branding, celebrity, editorial, UGC, KOL, and marketing campaigns to use across all key marketing channels (print, social, email, CRM, advertising, PR), POS, to cement the global content strategy.

•Formalized a 6+ million dollar internal visual content roadmap planned against the global brand direction, content strategy, communication plan, global buys, content volume, communication channels, social media, consumer engagement goals, and sales.

● GLOBAL CREATIVE PROJECT DIRECTOR

McM Worldwide | Jan 2018 - Jan 2022

Built and executed the global visual content calendar against business strategy, A/B testing, brand studies, CRM, store visuals, product launches, business goals, and the overall creative direction the Global Creative Officer set out, accomplishing a 70% reduction in preparation time.

•Directed and managed the in-house digital creative team of 7, 10-50 freelancers, and two agencies across Creative Services, Copy, UX, Creative Content Production (Photo, Video, Motion, Aftereffects, C4D), E-commerce, Content Marketing, and all MCM Studio operations.

•Established and launched the brand's first in-house e-commerce and content studio to align with site development and increase conversion by 400% —unifying business goals and priorities into initiatives with results.

•Own and manage the entire Global Creative Content team budget negotiating to save \$250-300,000 yearly; to expand on developing deeper narrative content for social, e-commerce, digital marketing, and media.

•Acquisitioned a global talent network of hundreds of photographers, videographers, agents, musicians, KOL, and influencers to create content for MCM Worldwide.

● CREATIVE PROJECT MANAGER

the Promotion Factory | Jan 2016 - Jan 2018

Citizen Watches: Narrative content development (Citizen x Good 360, National Merit Scholars), Disney + Marvel brand partnership negotiation and marketing program alignment, assembled new watch launch activa-

tions.

- Bulova Watches: Produced activations for the Grammy + Latin Grammy partnership, liaised in creating the Tune of Time collective.

- Mulberry: Ideated and composed Brick & Mortar events increased store traffic by 100%.

- Frédérique Constant + Alpina Watches: Created the global campaign with Brand Ambassador Gwyneth Paltrow, pitched and secured the partnership between Alpina Watches and the National Parks Foundation, and originated experiential watch launch activations.

- Revamped the marketing strategy for the agency's clients inclusive of execution through campaign ideation + production, creative content production (Photo, Motion, Aftereffects, C4D, Adobe Creative Suite, Copy), brand partnerships (ideate, pitch, outreach, negotiate, confirm), influencer strategy + build out, and physical, experiential, and digital brand activations.

- Managed all external creative partners and oversee quality control for all creative production, ensuring compliance between client brand guidelines, deliverables, timelines, and marketing goals and reducing production costs by 20%.



- **GLOBAL FLAGSHIP VISUAL MANAGER**

Lacoste | Jan 2011 - Jan 2014

Pioneered re-interpreting the French visual merchandising brand book towards the US Global flagship and premium doors elevating the Flagship/Premium door presentations to reach the monthly door goals by 100%.

- The refashioned brand book was used to guide all NCSA RVM's and RM's, increasing productivity streams by 80%.

- Built efficient and effective relationships with key cross-functional departments to increase store conversion by 3%, including but not limited to Global Merchandising, Director of Stores, Planning, Wholesale, Accounting, Public Relations, and Marketing to ensure elevated store experience and sales.

- Supervised all creative vendors including Stylists, Photographers, Fixture Designers, Store Construction, Window and In-store Prop Builders, Printers, and Freelancers to achieve the brand's evolving standards, vision, and install production time by 60%.

- **E-Commerce Stylist, Still Life Stylist, Visual: Stylist, Merchandiser, Coordinator, Installer**

Various Fashion Clients | Jan 2008 - Sep 2016

Installer. Clients: Tommy Hilfiger, Anthropologie, Gilt Groupe, Ralph Lauren, Diesel, Calvin Klein Collection, LL Bean, Lacoste