



MORGAN MANTILLA

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CREATIVE STRATEGIST & ART DIRECTION | BRAND STORYTELLING | CONTENT STRATEGY | CREATIVE PRODUCTION CPG, FASHION & LIFESTYLE BRANDS

Creative strategist, art director, and visual storyteller with a career blending market research, consumer psychology, brand positioning, and high-concept creative development to build distinctive brand experiences and multichannel content for fashion, CPG/e-commerce, lifestyle, editorial media, and emerging technology organizations.

SELECT CAREER HIGHLIGHTS

20+ Editorial Photoshoots Annually | 150+ Product/Collection Launches Annually | 684.4% Organic Instagram Growth
2-Day Product Shoot Delivery | Global Brand Collaborations: Disney, Lisa Frank, Fisher-Price, Barbie
Built Startup Brand Identity From the Ground Up | Internationally Published Editorial Work | 300+ Attendee Magazine Launch Event

PROFESSIONAL HISTORY

Movekii Creative | 8/2023 – Present

FOUNDER | CREATIVE STRATEGIST, PRODUCER & DESIGNER

Led the creation of creative strategies, visual direction, graphic design, content creation, campaign calendars, social media strategies, graphics, photography, and editorial projects for clients in fashion, media, career technologies, and consumer brands.

- Conducted discovery sessions to define/understand each client's brand, audience, product, and growth strategies; managed projects throughout all life cycles (research, concept development, visual references, copywriting, design, revision, and final delivery); and maintained consistency.
- Oversaw creative strategies to expand awareness for a lifestyle clothing brand, YoungLA, while instituting the brand's imagery, including tactile paper textures, torn edges, graffiti-inspired details, and streetwear references, in its social media campaigns and e-commerce homepage banners.

➤ **Impacts:** Created a high-converting "tactile" digital experience, delivered instant brand recognition and market differentiation, established omnichannel cohesion (social-to-site alignment), and elevated perceived product/brand value.

- Built trusted, authoritative, and relatable social media content and storytelling to humanize a career technology brand/organization and differentiate its supportive approach from larger, corporate job-search platforms by gaining insight into the first-hand experiences, frustrations, and questions of young adult job seekers.
- Developed/produced feature interviews and print/digital editorial content, including published conversations with designers, artists, and organizations, for digital/print audiences of BASIC magazine. Represented the magazine at LA Fashion Week.

Posh Peanut | 8/2021 – 7/2023

CREATIVE PRODUCER

Oversaw the design/execution of editorial photography and multichannel content to advance the visual identity and customer awareness of a boutique children's apparel and family lifestyle brand through its evolution into an e-commerce contender.

- Created assets for paid social media, e-commerce, email marketing, and mobile application channels and oversaw scheduling, locations, props, styling, talent, and shot requirements.
- Developed creative concepts and led the art direction for 20+ editorial photoshoots annually while producing weekly flat lays, product photography, and stop-motion assets for 150+ collection launches.
- Improved efficiency during product shoots to achieve a 2-day delivery time (ahead of the standard week-long production time) by streamlining pre-production planning (mood boards, prop sourcing, and location scouting).
- Elevated children's photography beyond the conventional category imagery. Adapted sophisticated editorial and lifestyle concepts for the family audiences, incorporated partner identities, and maintained visual consistency. *Highlights:*

- **Peace, Love & Posh**, a 1970s-inspired campaign set in a vintage apartment with a record player, a retro telephone, and a Volkswagen van, creating an immersive, high-fashion narrative.
- **Swim and Resort-Style Campaign** with resort architecture, palm foliage, and poolside families that transported viewers into vacation mode.
- **Fisher-Price Collaborative**, featuring suspended floating ball-pit spheres and interactive vintage toys to mirror the custom print motifs.
- **Lisa Frank Brand Collaboration** with an interactive art studio set and models using the paint buckets/brushes to create real-time murals on the set and bring the brand's vivid colors to life.
- **Disney Collaborations:** Organized a Barbie swimwear product launch; continued "The Little Mermaid" collection campaigns.

MyJobAngel | 9/2020 – 8/2021
BRAND MARKETING CONSULTANT

Built the visual and content foundation (art direction, graphic design, copywriting, and social media) to develop a distinctive, trustworthy, and human-centered identity for the startup career technology company and support its successful entry into a competitive market that was dominated by larger, established job search technology platforms.

- **Served as sole creative lead for 5 key disciplines:** art director, copywriter, social specialist, graphic designer, and brand strategist.
- **Created the startup's brand identity from the ground up**, including its logo, visual direction, color system, imagery library, brand voice, marketing materials, and digital-channel creative strategies, by researching targeted audiences, the competitive landscape, customer pain points, and market gaps to build the platform's brand voice and visual footprint.
- **Differentiated the company/brand by creating an approachable "we have been there" message** that drove emotional connection while communicating the credibility of the service.

➡ **Approach and impacts:** Drew from first-hand experience, interviews, and audience conversations to identify the current frustrations/needs/questions of job seekers. Developed relatable content that communicated the company's message of encouragement while providing practical job-search support. Applied color theory and selected a palette that portrayed trust, steadiness, and reassurance. Attracted the company's first subscribers within one month of its launch. Grew organic Instagram followers by 684.4%.

- **Established a cohesive visual, branding, and marketing system** used for mobile applications, the website, social media campaigns, and videos (promotional and explainer videos).

W.O.M. Public Relations | 7/2019 – 3/2020
PUBLICIST

Developed public relations, marketing, brand positioning, and visual identity strategies/campaigns to expand awareness for client organizations while strengthening the value of the business partnership.

- **Expanded the organization's footprint into the Los Angeles area** as its primary representative in that market. Attended and networked at industry/community events, built relationships with designers and beauty professionals, spearheaded marketing campaigns, and identified prospective clients. *Impacts:*

➡ **Leveraged a press credential for LA Fashion Week** to connect directly with creative talent. Subsequently, converted one of those relationships into a new client.

➡ **Managed a portfolio of clients** (individuals and brands) while advising them on strategies for publicity, public relations, brand development, and media relations.

- **Designed/launched the organization's first DIY press release course** that added a new recurring revenue stream in addition to the firm's traditional publicity and public relations services.

Basic Magazine | 8/2017 – 11/2019
PRODUCTION CONSULTANT

Produced fashion, celebrity, arts, and culture content for an internationally distributed digital and print publication while orchestrating editorial production, art direction, event production, photoshoots, and set coordination activities; conducting interviews with creative professionals; representing the publication at industry events; and building professional relationships.

- **Covered LA Fashion Week Fall/Winter 2019 and produced show reviews and designer profiles for Casanova, Aya by DK, Romy Collection, and Nicholas Mayfield.**
- **Led end-to-end production activities on a celebrity feature spread with Tess Holliday** (model/activist), including creative development, art direction, production coordination, interview writing, and visual storytelling, for print and digital audiences.
- **Planned the magazine's VibeZ Issue release event at Avenue LA** for approximately 300 key industry attendees.

EDUCATION

Bachelor of Arts (BA), Communication (Emphasis in Advertising & PR) | Minor: Religion
California Lutheran University

Certificate of Completion in Professional Photography | New York Institute of Photography

AWARDS

Silver Student American Advertising Award (ADDY) | American Advertising Federation
Award-Winning Integrated Campaign: "The Iceberg"

ORGANIZATIONS

Product Marketing Alliance: Active Member, Community Engagement