

NINA VILLADOLID

BRAND & CREATIVE MARKETING

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SUMMARY

Creative brand marketer blending storytelling and strategy to build impactful identities and marketing across digital, social, and retail. Experienced across CPG and entertainment, engaging audiences and driving growth through insight-driven design.

WORK EXPERIENCE

Brand Designer, El Segundo, CA

Jul 2024 – Present

PhatMojo

- Led, developed, and pitched creative strategy for a global go-to-market ad campaign distributed in 60+ countries, generating 1.5M+ views through organic creator content
- Creative directed a team and managed production of brand marketing toolkits, sizzle reels, and product photography; spearheading workflow improvements and increasing asset delivery efficiency
- Designed 30+ marketing assets and wrote SEO-optimized copy (ads, social content, pitch decks, retail signage, e-commerce, press materials) for 20+ brands, elevating identity and consistency across touchpoints
- Crafted strategic decks and planogram mockups supporting retailer buy-in, helping the executive team secure new brand collaborations, seasonal placement, and products expanding into trending toy categories
- Oversaw brand identity and global approvals for a toy launch in 60+ countries, driving 1M+ units sold in Q2
- Managed global brand approvals, providing creative feedback and coordinating with regional teams to ensure brand consistency and timely rollout
- Conducted consumer and competitive research, supporting strategic line planning and go-to-market strategy

Social Media & Communications Assistant, Los Angeles, CA

Mar 2023 – Dec 2023

Asians in Animation

- Scheduled and optimized 5-10 weekly posts on Instagram and Facebook, increasing organic reach and driving an 18% boost in community engagement
- Built and distributed email campaigns promoting animation/film industry events and DEI-focused resources
- Coordinated with external studios to support event promotions and logistics, ensuring clear communication

Design Intern, Irvine, CA

May 2023 – Aug 2023

Blue Sky The Color of Imagination

- Created surface patterns and graphics for 8+ licensed and in-house stationery brands
- Presented design trend research and consumer insights to cross-functional teams, informing product development, sales, and marketing planning
- Researched influencer and UGC content strategies, guiding potential social media and PR collaborations

Digital Marketing Intern, San Leandro, CA

Jun 2022 – Aug 2022

Torani

- Contributed to social media strategy development through competitor research, trend analysis, and content performance insights, promoting increased focus on organic short-form content
- Researched influencers, UGC, and micro-trends, informing content ideas aligned with brand voice and audience
- Analyzed global e-commerce trends and competitor data, exploring B2C growth potential in overseas markets

EDUCATION

Otis College of Art and Design, Los Angeles, CA

May 2024

Bachelor of Fine Arts: Digital Media, Game & Entertainment Design; Honors, Class Marshal

SKILLS

- **Software:** PowerPoint, Excel, Word • Adobe Illustrator, Photoshop, Canva, Procreate • Meta Business Suite, Airtable, Asana, Notion
- **Marketing & Strategy:** Brand Compliance, Product Line Strategy, Market Research, Consumer & Competitor Insights, Campaign Planning, Project Management, Team Leadership, Collaboration, Presentation, Copywriting
- **Creative & Design:** Brand Identity, Creative Direction, Graphic Design, Layout, Illustration, Toy Design (Hardlines)