

Contact me

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CaroLoreto.com

behance.net/carolinaloreto

EDUCATION

BACHELOR OF FINE ARTS IN
GRAPHIC DESIGN JULY 1995

ABOUT ME

Creative Director with 30 years of experience leading multidisciplinary teams to deliver impactful solutions across digital, print, and experiential marketing. Known for scaling creative strategies that align with business goals, fostering collaboration, and driving measurable results.

Skilled in navigating ambiguity, simplifying challenges, and empowering teams through accountability and innovation. A passionate leader who values inclusivity, diversity of thought, and creative excellence.

KEY SKILLS

Leadership: Leads multidisciplinary teams and fosters collaboration.

Strategic Thinking: Aligns creative vision with business goals.

Creative Direction: Guides projects from concept to completion.

Design Expertise: Adobe Creative Suite, Figma, and Sketch for UX/UI and branding.

Project Management: Manages complex projects, meeting deadlines.

Problem-Solving: Streamlines processes and enhances performance.

Attention to Detail: Ensures precision and brand consistency.

Collaboration: Effective cross-functional stakeholder communication.

PROFESSIONAL EXPERIENCE

VICTORY CRUISE LINES

CREATIVE DIRECTOR | 2024 – 2026

- Spearheaded the comprehensive relaunch of Victory Cruise Lines, including brand identity transformation and strategic market positioning.
- Designed a new logo reflecting the brand's mission and values, paired with detailed brand guidelines for consistent application across all platforms.
- Directed the redesign and development of the company website, improving user experience and aligning with the updated brand identity.
- Developed and executed targeted email campaigns, resulting in a 20% increase in customer engagement and bookings.

ATLAS OCEAN VOYAGES

CREATIVE DIRECTOR | 2023 – 2024

- Directed a full rebranding initiative, aligning creative vision with evolving market demands, and introduced SmugMug DAM to streamline asset management and team training.
- Led high-profile photoshoots, producing cohesive, high-quality visuals that enhanced the brand's storytelling.
- Implemented new workflows and design systems, increasing cross-team collaboration and efficiency by 30%.
- Fostered cross-functional partnerships, ensuring cohesive outputs across design, marketing, and product teams.

AMERICAN QUEEN VOYAGES

CREATIVE DIRECTOR | 2021 – 2023

- Partnered with MRM to lead the 2021 rebranding, delivering cohesive campaigns across digital, print, and video platforms.
- Developed a creative strategy that increased brand awareness by 25% across all channels.
- Championed change management initiatives, integrating new creative processes that elevated team performance.

CRYSTAL CRUISES

GRAPHIC DESIGNER | 2017 – 2021

- Directed the Crystal Cruises website redesign, managing Mapbox implementation and curating imagery to enhance the brand's online presence.
- Built and implemented the Adobe DAM system, training global teams and improving asset retrieval efficiency by 40%.

SILVERSEA CRUISES

SPECIALIST, DIGITAL MEDIA & GRAPHIC DESIGNER | 2014 – 2017

- Designed and executed luxury-focused graphic projects, maintaining high-end branding standards across digital and print platforms.
- Produced print collateral such as ads, flyers, and direct mail, ensuring brand consistency and market alignment.
- Enhanced personalized email campaigns using analytics, improving engagement rates by 15%.
- Provided HTML email coding and troubleshooting for seamless deployment of global campaigns.



PROFICIENCIES

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Adobe XD), Figma, and Keynote for UI/UX, branding, and presentations.
- **AI Tools:** Adobe Firefly, ChatGPT, Claude, Midjourney, Higgsfield, and VS Code for AI-assisted image and video generation, content ideation, and accelerated creative production.
- **Project Management Tools:** Asana, Monday.com, Wrike, Jira, and Trello for efficient workflows and timely delivery across distributed teams.
- **Proofreading & Approvals:** PageProof for online proofing, markup, and stakeholder approval workflows.
- **Marketing Platforms:** Salesforce Marketing Cloud and Klaviyo for email automation and data-driven campaigns.
- **Technical Skills:** Mapbox integration, WordPress management, and basic HTML/CSS for enhanced UX/UI.
- **DAM Systems:** Expertise in Canto, SmugMug, Bynder, and Adobe DAM for digital asset management and optimization.
- **Office & Collaboration Suites:** Google Suite and Microsoft Office (PowerPoint, Word, Excel) for collaboration and presentations.

FREELANCE & AGENCY WORK

FOUR SEASONS YACHT

2024 – PRESENT

- Collaborated with the team to create cohesive branding and marketing solutions, maintaining global luxury standards.
- Managed the asset library using Bynder, implementing metadata, naming conventions, and photo audits.
- Produced high-end digital and print assets that aligned with the brand's identity.

ATLAS OCEAN VOYAGES

2024 – PRESENT

- Directed the implementation of the new Atlas Ocean Voyages website, improving functionality and design.

KREATIVE CONTENT

2024 – PRESENT

- Designed PowerPoint decks for a diverse range of clients, delivering high-quality presentations.
- Burger King: Delivered photo retouching and graphic design for the "Christmas in July" campaign.
- Popeyes: Provided on-site photo studio support and design for the "That Look from Popeyes" campaign.
- Aetna Health: Retouched photos for marketing materials, ensuring consistency and high-quality visuals.
- Payless ShoeSource: Designed email campaigns, social media posts, and website layouts, aligning with brand strategy. Retouched photos for various marketing materials, enhancing visual appeal.

URBANA CREATIVE AGENCY

SENIOR GRAPHIC DESIGNER | SEPTEMBER 2012 – MAY 2014

- Designed brochures, flyers, and gatefolds for clients like Oster.
- Worked on HBO's campaign for Sr. Ávila, delivering high-impact visuals.
- Provided photo retouching and layout design for diverse marketing needs.



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