

LETICIA

MARSEILLE HAYNES

TIA HAYNES

BRAND MARKETING | CREATIVE | STRATEGY

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ABOUT ME

My expertise lies in brand value, which is crafted through a strategy of strong marketing direction, clear internal and external communication, creative messaging and smart design. I feel it is vital to truly understand what drives each brand and makes it unique, and then tell that story to users in ways that are practically and emotionally relevant. My experience with brands like Disney, Microsoft, State Farm, and Coca-Cola has given me the skill to represent each property in authentic and exciting ways that create value and drive business.

ASSETS

Brand Direction Telling your story in ways that resonate and drive value.

Creative Ability Not afraid to defend a position or break new ground.

Strategic Thinking Good at putting the puzzle pieces together in ways that actual work.

Orchestration Excellent wrangler of stakeholders, teams, budgets and timelines.

Results Focused Always driving to meet and exceed the ask.

Voice of Reason Oddly good at diffusing egos and getting to the heart of the project.

EXPERIENCE

July 2018 – **Senior Manager, Strategy & Creative / Creative Director**

present **Microsoft, Redmond, Washington**

Launched a new creative studio for Modern Life, served as Creative Director for development of net-new business line, supported Senior Director in alignment and direction of multiple product pillars, worked directly with CVP on product positioning and presentations to senior leaders, worked directly with Engineering teams, directed research and audience targeting efforts and served on the committee to promote human-centered design company-wide.

2018
Jan – June **Product Marketing Manager, Cortana
Microsoft, Redmond, Washington**

Led brand development for Cortana service/product lines across all channels and media, as part of overarching Microsoft brand. Worked closely with engineering/dev and other teams to build and promote Cortana. Responsibilities include creation and distribution of brand guidelines and resources, integration with corporate brand, partner co-branding, direction of photo/video shoots, audience identification and targeting, oversight of marketing materials, content development and product development in collaboration with engineering/dev teams.

2014 –
2017 **Global Lead, Branding & Strategy
State Farm, Bloomington, Illinois**

Established the first branding department in the company's 95 years of business. Supervised department responsible for all public-facing and internal work. Implemented industry best practices and relaunched updated brand. Improved enterprise brand processes/ROI: 3x year-over traffic increase on corporate brand site, 2x number of downloads, improved time-to-market of public-facing content from weeks to days, staff efficiency improvement approx. 2,000 person hours, saved approx. \$300,000 in stock purchases via photo library creation.

EXPERIENCE, continued

- 2013 – 2014** **Director of Marketing, Branding & Corporate/Investor Relations**
United Community Bank, Chatham, Illinois
- Direction and management of all marketing, branding and corporate relations for multi-state banking group encompassing 30+ locations and with an asset size of \$1.5 billion+. Led brand strategy, acquisition branding, product promotions, communications and strategic marketing. Directed marketing efforts for major regional banking brand and holding company. Managed acquisition and re-brand of 13 acquired branches and redesigned media plan to generate a 10% increase in online and walk-in traffic.
- 2011 – 2013** **Director, Brand Marketing, Strategy & Events**
Allscripts, Chicago & Springfield, Illinois
- Successfully unified disparate company/product branding and launched two major healthcare technology products, led industry event participation, media coverage, client marketing support and communications. Provided brand, UX and UI direction to dev team on net-new software products. Contributed to success resulting in acquisition by a major healthcare tech brand.
- 2007 – 2010** **Department Lead, Branding, Strategic Marketing & Facility Design**
Memorial Health System, Springfield, Illinois
- Developed and directed brand identity, strategic marketing and advertising campaigns for multi-hospital health system, including multiple sub-brands, locations and service lines. Managed radio and television direction/production, creative development, media planning, department coordination and budgeting. Led facility design program to coordinate with brand identity, directed design of 4 hospitals and ancillary facilities. Managed internal teams and agency relationships. Results include 1-year increases of: bariatric surgery volume – 79% over previous year, same-day care volume – 113.7% over budget projection, sports medicine patient volume – 200 visits over previous year.
- 2003 – 2007** **Creative Director**
Walt Disney World, Parks & Resorts, Orlando, Florida
- Developed marketing campaigns and product lines, and directed creative work for multiple Disney brands, including Walt Disney World, Disney Cruise Lines, Disney/Pixar Animation, Disney Feature Films, and Disney Resorts. Corporate branding specialty, including working closely with licensed brands and equity partners such as Visa, ABC, Wide World of Sports, ESPN, Mattel and LEGO.
- 2003 – 2005** **Creative Director / Principle**
Higher Advertising, Orlando, Florida
- Developed and directed advertising campaigns, client communication and creative pitches for clients in industries including: financial, real estate, education, healthcare, travel/tourism and recreational marine. Specialized in photo shoot direction (interior, model, product, aerial, marine) and managed creative resources.
- 2000 – 2003** **Creative Director**
Universal Studios, Orlando, Florida
- Worked on teams creating new themed attractions for Universal Studios theme parks, including: storyline development; storyboarding; scripting; research; timing; and traffic flow/guest capacity. Participated on initial creative team for “Revenge of the Mummy” ride, including initial planning and creative pitches to greenlight project and budget.

EDUCATION

- Bachelor of Fine Arts Degree, Ringling College of Art & Design, Sarasota, FL (1998)
- Southern Illinois University, Carbondale, IL (Fine Arts major, transfer 1994)
- Emergency Medical Technician Certification, Illinois Dept. of Public Health, Springfield, IL (2009)

PORTFOLIO

- May be viewed at www.TiaHaynes.com

REFERENCES

Jay Victor, Senior Director, Microsoft

- Cell: 310.429.6970
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Harold Nolley, Creative Director, State Farm

- Cell: 770.598.2219

Struan Robertson, Principle Design Director, Microsoft

- Cell: 425.553.8595
- Email: strobert@microsoft.com

Will Brennan, Senior Designer, Starbucks

- Cell: 847.730.9013
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