

LATANYA BEAUREGARD

GROUP CREATIVE DIRECTOR

c: 850.766.0248
e: latanya_beauregard@mac.com
w: latanyabeauregard.com

EDUCATION

Savannah College of Art & Design

Savannah, GA - May 2010
M.A. Graphic Design + Interactive Design

Florida A&M University

Tallahassee, FL - May 2004
B.S. Graphic Design

AWARDS

2017

Shanghai Grand Opening Invitation
Gold, Regional Addy

2016

Orlando Busines Journal
Top 40 Under 40

2015

Gold Addy, Imagination Brought
to Life Videos

2014

Gold Addy, Mine Train Press Invitation
- New Fantasyland
Silver Addy, La Nouba Campaign

2010

Best of Show Orlando Addys 2010 -
Art Direction, Disney Cruise Line VPD
Regional Gold Addy 2010 - Art
Direction, Disney Cruise Line VPD

2009

AdColor Rising Star Recipient

2008

AdColor Nominee

2007

H&M Retail Designer - Winner
District Gold Addy - Copywriting,
World of Disney Window Shopping
Regional Silver Addy - Copywriting,
World of Disney Window Shopping

Storyteller and Innovative Executive Creative Lead with 16+ years experience in advertising, entertainment, social content, video production, and interactive design. I've had the opportunity to lead creative initiatives in Shanghai, Hong Kong, launched new cruise ships and assist in creatively launching new resort in Hawaii. I've collaborated and crafted domestic campaigns and new initiatives within Orlando, FL. I've traveled the world and have worked with various vendors, creative and executive partners to drive business results and move the needle to meet performance goals. My specialty is in building talented teams to tackle large creative problems. I enjoy pairing the best people to the task and allowing them to thrive. I have a strong belief that, powerful ideas combined with beautiful design can create meaningful and impactful brand experiences.

EXPERIENCE

YELLOW SHOES CREATIVE GROUP, JUNE 2021 - PRESENT

Group Creative Director

Lead integrated teams of designers, artist, copy writers and art directors. Guiding creative to meet business needs and consumer demand. Lead and managed integrated media campaigns and big organizing ideas across current and emerging media platforms including but not limited to big campaigns, broadcast, and digital. Lead, guide and manage large internal and external projects. Partner and lead the creative process from brief to ideation to production for the marketing organization including overall creative support to marketing initiatives in the organization. Guide teams and partners with management style that allows for "blue sky" and innovative thinking. Key lead and creative guide to lines of business that drive visitation and incremental growth in marketplace (CPG, Disney Springs, Diversity & Inclusion, Black Consumer)

YELLOW SHOES CREATIVE GROUP, APR 2018 - SEPT 2018

Creative Lead / Creative Director (Hong Kong – Disneyland Resort)

Key lead creative lead for marketing and advertising initiatives for Hong Kong Disneyland. Working with integrated Communications teams, Social, Operations, Merchandise and Production. Lead campaigns and launches within local and marketplace. Including but not limited to multi-faceted campaigns (OOH, Radio, Streaming and social). Immersed in culture and Resident of Hong Kong for 6 months. Immersed in culture and international markets. Worked with vendors and local teams to meet business needs for parks and resorts. Partnered with executive creative leadership to maintain and grow external agency relationships to deliver exceptional creative content and to ensure maximum utilization of staff and freelance resources. Delivered on largest launch of new brand characters that lead to spike in visitation and social activations and interest in Hong Kong Disneyland visitation for the Summer.

YELLOW SHOES CREATIVE GROUP, JUNE 2016- MAR 2021

Creative Director

Lead integrated teams of designers, artist, copy writers and art directors. Guiding creative to meet business needs and consumer demand. Lead and managed integrated media campaigns and big organizing ideas across current and emerging media platforms including but not limited to big campaigns, broadcast, and digital. Building and leading internship program and teams across east and west coast of Yellow Shoes Organization. Executing and delivering on high quality creative that moves the business. Lead, guide and manage large internal and external projects. Partner and lead the creative process from brief to ideation to production for the marketing organization including overall creative support to marketing initiatives.

YELLOW SHOES CREATIVE GROUP, MAR 2016 – JUNE 2016

Creative Lead / Creative Director (Shanghai – Disneyland Resort)

Lead creative initiatives for the launch and grand opening of Shanghai Disneyland Resort. Resident of Shanghai, China for 5 months lived and immersed in culture and corporate cultural experiences leading to work that would resonate with key consumers and fans of brand. Worked with local teams and vendors to support international Parks and Resorts needs. Executing and delivering on high quality creative that moves the business. Leading large internal and external projects and multi-channel campaigns. Partnered with executive creative leadership to maintain and grow external agency relationships to deliver exceptional creative content and to ensure maximum utilization of staff and freelance resources.