

Tara Shoenholz

Los Angeles, CA | tara.shoenholz@gmail.com | 415-430-8385 | tarashoenholz.com | [linkedin.com/in/tara-shoenholz](https://www.linkedin.com/in/tara-shoenholz)

Brand & Creative Systems Manager • Creative Program & Project Management • Integrated Marketing Strategy

Brand governance, design leadership, creative management, project management. AI-assisted workflows, AI-refined campaign copy, AI-generative and analog design craft. 15+ years building the templates, guidelines, and intake processes that keep creative and marketing teams on time and on-brand, and cut production time by 50%+ along the way. Comfortable setting the direction and running the details, now including how AI tools fit into the system. The one who actually enjoys building the templates.

EXPERIENCE:

Creative Brand Lead, Learner's Digest International Remote, May 2025 - Mar 2026

- Owned brand narrative and campaign strategy across a multi-brand healthcare education portfolio by partnering with Marketing, Product, and Sales teams to translate brand vision into integrated campaigns across email, web, paid media, and social.
- Built the governance system (templates, workflows, and shared asset libraries) that let cross-functional teams execute consistently at speed, cutting production and delivery time by 50%+.
- Managed end-to-end project coordination for campaign delivery (intake, timelines, and budget tracking), directing external agency partners against brand and messaging standards.
- Refined AI-generated campaign copy via iterative prompting to replace generic, trend-driven drafts with sincere, audience-specific messaging that outperformed alternatives in engagement.

Creative Manager, Learner's Digest International Los Angeles, CA, Nov 2018 - May 2025

- Defined brand identity and evolved visual/messaging strategy across multiple healthcare education brands, then built the template and asset system that let teams apply it consistently at scale.
- Served as brand governance lead for external agency partners, presenting creative concepts to stakeholders and coordinating timelines, review cycles, and deliverables against brand standards.
- Designed and project-managed integrated campaigns spanning web, email, paid media, social, and print, maintaining brand consistency across every channel and team handoff.

Associate Creative Director, Outlook Amusements (California Psychics) Burbank, CA, Oct 2015 - Jun 2018

- Directed two lifestyle photo shoots with brand talent (owning creative direction as well as production budget, vendor coordination, and shoot-day logistics), replacing stock imagery with an authentic, reusable visual library adopted across all campaign materials.
- Established brand and photography guidelines, templates, and asset libraries used across web, email, paid media, video, and print.

Design Manager, Ooyala Mountain View, CA, Jul 2012 - Jun 2014

- Built the company's first comprehensive brand identity system (typography, color, layout, and presentation standards) from the ground up, establishing the visual foundation later scaled by the full marketing organization.
- Partnered with Marketing, Sales, and Product to translate complex, technical data into accessible, brand-consistent thought leadership assets, coordinating input and approvals across teams.

Visual Designer, Ooyala Mountain View, CA, May 2011 - Jul 2012

Designed and coordinated marketing assets across web, email, presentations, and product communications as the company's first in-house designer, helping establish its visual brand.

Designer, Affinity Solutions New York, NY, Jun 2009 - Feb 2011

Marketing & Graphics Associate, Jordan Parnass Digital Architecture Brooklyn, NY, Feb 2008 - Feb 2009

EDUCATION:

BFA, Graphic Design, Fashion Institute of Technology, New York, NY, 2008

SKILLS:

Brand Strategy & Systems: Brand Architecture & Narrative, Brand Guidelines & Governance, Integrated Campaign Development, Digital Asset & Template Library Development

Program & Project Management: Workflow & Process Design, Intake & Request Management, Timeline & Budget Tracking, Vendor & Agency Coordination

Leadership & Partnership: Team Development, Cross-Functional Stakeholder Management

Tools: Asana, Smartsheet, Monday, Jira, Workfront, Trello, Marketo, HubSpot, Figma, Canva, Adobe Creative Cloud, Microsoft Office, PowerPoint, Google Slides

AI Tools: ChatGPT, Claude, Adobe Firefly (Photoshop Generative Fill/Expand, Illustrator Generative Recolor)