

Tara Shoenholz

Creative Operations | Creative Services | Brand Marketing

Los Angeles, CA
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PROFILE

Creative operations professional with a background in design leadership and brand marketing. Experience building systems and improving workflows that support cross-functional design teams.

EXPERIENCE

Learner's Digest International

Content Marketing Manager

May 2025 – Mar 2026

Los Angeles, CA • Remote

- Led creative operations across digital marketing campaigns.
- Improved workflows through kickoff planning, templates, and project management.
- Coordinated campaigns across Marketing, Product, Sales, and Development.

Senior Designer

Nov 2018 – May 2025

Los Angeles, CA • Hybrid

- Helped define the visual direction across multiple healthcare education brands.
- Built creative systems, including templates, asset libraries, and brand standards.
- Designed integrated campaigns across web, email, paid media, social, and print.
- Presented creative concepts and reviewed agency work.

Outlook Amusements (California Psychics)

Senior Designer

Oct 2015 – Jun 2018

Burbank, CA • On-site

- Led integrated marketing creative across web, email, paid media, video, and print.
- Built creative systems including templates, brand standards, workflows, and asset libraries.
- Directed creative projects, mentored designers, and coordinated photo/video productions.

Ooyala

Design Manager

Jul 2012 – Jun 2014

Mountain View, CA • On-site

- Led brand initiatives across web, campaigns, presentations, and marketing communications.
- Established creative systems, managed designers, and partnered with Marketing and Sales.

Visual Designer

May 2011 – Jul 2012

Mountain View, CA • On-site

Designed marketing assets across web, email, presentations, and product communications while helping evolve the company's visual brand.

Affinity Solutions • Designer

2009 – 2011 • New York, NY

Designed marketing collateral, presentations, and digital assets for financial services clients.

Jordan Parnass Digital Architecture • Marketing & Graphics Associate

2008 – 2009 • Brooklyn, NY

Designed proposals, presentations, and marketing materials supporting brand communications.

SKILLS

Core Skills

Creative Operations
Creative Project Management
Workflow Optimization
Brand Marketing
Campaign Planning
Cross-functional Collaboration
Creative Direction
Resource Prioritization
Vendor Management
Creative Brief Development

Platforms

Asana
Smartsheet
Jira
Trello
Marketo
HubSpot
WordPress
Figma

Creative Tools

Adobe Creative Cloud
Photoshop
Illustrator
InDesign
After Effects
Premiere Pro

Presentation

PowerPoint
Google Slides
Visual Storytelling

EDUCATION

Fashion Institute of Technology

BFA – Graphic Design, 2008

New York, NY