

# ADRIANA SOLER

Brand Strategy Lead | Creative Direction | Identity & Campaign Architect

## SUMMARY

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- ⦿ **Brand strategist** and **creative** leader with 10+ years of experience crafting identity, storytelling, systems, and digital experiences that elevate businesses. Bilingual (native-level English & Spanish) with a talent for resonant cross-cultural communication. Technically fluent in MERN-stack (HTML, CSS, JavaScript, React, MongoDB, Node.js) and adept at translating brand vision into scalable front-end/back-end solutions. Currently leading project management, pricing system strategy, website design, and digital asset development for a luxury construction firm—closing multiple six-figure contracts based **solely** on brand design and premium **positioning**. Known for blending operational innovation with brand and technical insight to differentiate companies in competitive spaces.

## PROFESSIONAL EXPERIENCE

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- ⦿ **INDEPENDENT CREATIVE CONSULTANT** | NOV 2023 – PRESENT  
DIRECTOR OF BRAND & PROJECT MANAGEMENT  
Deliver brand, design, and marketing leadership to clients across tech, luxury goods, and professional services.
  - Led full-cycle brand strategy and digital execution for a luxury construction brand—securing six-figure contracts purely on strategic brand design, without reliance on traditional sales
  - Designed and implemented pricing frameworks, RFP templates, and operational workflows aligned with high-end positioning
  - Developed branded website, collateral libraries, and digital asset ecosystems to elevate premium market presence
  - Leveraged AI tools (MidJourney, DALL-E, ChatGPT) for scalable, on-brand marketing production
  - Advised leadership on brand storytelling, digital positioning, UX strategy, and portfolio presentation
- ⦿ **DIRECTOR OF MARKETING** | OCT 2023 - NOV 2024  
SMG HOLDINGS, RED BANK, NEW JERSEY | Remote
  - Directed omni-channel brand refreshes, integrating digital asset systems and campaign automation
  - Built CRM journeys and multi-touch email programs to enhance client retention
  - Collaborated cross-functionally to align brand execution with company goals
- ⦿ **MARKETING & CREATIVE LEAD** | APR 2016 – SEP 2023  
PROFESSIONAL RETAIL SERVICES (AND AFFILIATES: RETAIL SECURITY SERVICES, RETAL MECHANICAL SERVICES)  
MEDFORD, NEW YORK
  - Drove brand innovation and efficiency across three national service affiliates
  - Developed a self-serve vendor invoice portal (cutting billing delays by 30%) and a Google Voice check-in/out system (boosting confirmation by 50%, saving 6–8 staff hours daily)
  - Achieved 281% revenue growth by integrating creative branding with operational processes
  - Managed creation and deployment of brand assets, trade-show materials, and internal/external communications
  - Oversaw six-figure marketing budgets and vendor/staff teams
  - Launched omni-channel campaigns that lifted web traffic by 43% and organic lead conversions by 12%

## CREATIVE DIRECTOR | JAN 2012 - FEB 2016

BROADWAY NATIONAL, RONKONKOMA, NEW YORK

- Engineered a brand-led RFP strategy that landed 1,300+ retail contracts—accomplished without a dedicated sales team
- Crafted visual identity, messaging, and pricing strategy to position the firm as a national leader in signage and service
- Established service-level standards and client experience branding across operations
- Improved email performance (25% open, 6.8% CTR) via segmentation and content optimization
- Managed budgets, vendor relations, trade-show design, and junior staff development

## SENIOR ART DIRECTOR | MAY 2006 - NOV 2012

LBL ADVERTISING, NEW YORK NEW YORK

- Led omni-channel brand campaigns in the fashion, beauty, and real estate sectors, emphasizing visual storytelling
- Developed and pitched 3–4 brand concepts per client, securing key accounts and long-term engagements
- Managed creative budgets, photoshoots, vendor coordination, and maintained 60%+ agency profit margins

## EDUCATION

- **BFA, Advertising/Graphic Design** – School of Visual Arts, NY
- **Certificate, Full Stack Web Development (2021)** – Columbia University, NY
- **Advanced Drawing & Painting (2022)** – Art Students League, NY

## SKILLS

- Brand Identity & Positioning
- Project & Bid Management
- Website & Digital Asset Design
- Front-End & Back-End Collaboration (MERN: HTML, CSS, JavaScript, React, Node.js, MongoDB)
- UX/UI Strategy & Creative Development
- Technical Brand Implementation
- Collateral & Omni-channel Campaign Execution
- CRM, Email Marketing & Analytics
- SEO & Content Strategy
- AI Tools: MidJourney, DALL-E, ChatGPT
- Bilingual: English & Spanish (native-level)
- Vendor & Team Leadership

## SELECT ENDORSEMENTS **More testimonials: Visit [linkedin.com/in/adriana-soler](https://www.linkedin.com/in/adriana-soler)**

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Over my decades of experience, only a few folks come to mind as being exceptional at their job - Adriana Soler is one of those individuals. She is extremely talented and her passion for her craft (marketing) is contagious. She is a committed team player who will repeatedly go the extra mile to achieve success. She will be an asset to any organization who provides her the opportunity to thrive.

- Thomas Kay | CFO, SMG Facilities

Adriana is very educated, skilled and talented within this field and industry. I've never met anyone with higher standards of ethics than hers. She continually strives to outperform and over exceed expectations. I enjoy working with her on a daily basis and our relationship only helps me be more successful.

- Herminio Pereira | Director of Construction, Burger King, Firehouse Subs, and Popeye's

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