

Adriana Soler

CREATIVE DIRECTOR | RETAIL BRAND SYSTEMS | PACKAGING | AI WORKFLOWS

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SUMMARY

Creative Director with 15+ years building brand systems, retail packaging, and AI-assisted creative workflows across wellness, beauty, consumer products, and emerging technologies.

Specialized in packaging systems, visual storytelling, merchandising strategy, and scalable creative production.

Packaging and branding work developed for or placed within TJ Maxx, Burlington, Fred Meyer, and specialty retail channels.

EXPERIENCE

Independent Creative Consultant

2023 – Present

CREATIVE DIRECTOR — BRAND SYSTEMS, PACKAGING & AI WORKFLOWS

- Led brand systems, campaigns, and creative strategy across wellness, technology, retail, and service industries
- Directed omni-channel marketing initiatives including trade shows, CRM journeys, presentations, social campaigns, sell sheets, and branded communications
- Developed retail packaging systems, structural concepts, and merchandising visibility strategies for consumer product brands
- Replaced traditional photography timelines through AI-assisted visualization workflows
- Created launch-ready retail visuals prior to physical sample production
- Built AI-powered internal support and knowledge systems using OpenAI integrations

Save Energy Systems / Save Energy Pro

Dec 2025 – Apr 2026

AI-Driven Energy Management & Smart Building Technology

CREATIVE DIRECTOR & MARKETING LEAD

- Launched and positioned Save Energy PRO product division
- Directed brand systems for AI-driven building technology
- Developed packaging, campaign assets, and trade show branding for contractor and enterprise audiences
- Created packaging architecture for sensor and gateway product lines
- Simplified complex technology through visual storytelling and product positioning

Professional Retail Services

2016 – 2023

Facility Services Industry

MARKETING & CREATIVE LEAD

- Contributed to 281% company revenue growth through branding, operational systems, and marketing strategy
- Built workflow systems that reduced billing delays and improved operational efficiency

- Directed campaigns, trade show assets, and multi-brand communications across national operations
- Led creative strategy across multiple facility service brands

Broadway National

2012 – 2016

National Retail Services Company

CREATIVE DIRECTOR

- Secured 1,300+ retail contracts through RFP strategy and presentation development
- Directed national brand positioning, proposal systems, and client communications
- Led creative strategy across presentations, campaigns, trade shows, and branded operations

LBL Advertising

2006 – 2012

SENIOR ART DIRECTOR

- Led campaigns across fashion, beauty, luxury, and real estate sectors
- Directed branding, print collateral, photoshoots, and integrated campaign development
- Managed creative production, vendor coordination, and presentation systems

SKILLS

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|--|---------------------------------------|
| — Creative Direction | — Art Direction & Visual Storytelling |
| — Retail Packaging Systems | — Brand Strategy & Positioning |
| — AI-Assisted Creative Workflows | — Packaging Design |
| — Structural Packaging Concepts | — Product Visualization & Rendering |
| — Packaging Copywriting | — Merchandising & Shelf Strategy |
| — Campaign Development | — Adobe Creative Suite |
| — MidJourney, Firefly, ChatGPT, DALL·E | — HTML/CSS & Front-End Collaboration |
| — Bilingual: English & Spanish | |

EDUCATION

School of Visual Arts, New York

BFA, Advertising & Graphic Design

Columbia University, New York

Full Stack Web Development Certificate

Art Students League, New York

Advanced Drawing & Painting