



daisy ma

650.307.2944 • daisy.y.ma@gmail.com • daisyma.com • <https://www.linkedin.com/in/daisyma/>

summary

Senior creative leader with 15+ years building brands, directing omni-channel campaigns, and leading high-performing in-house creative teams across retail and lifestyle brands. Proven track record translating business goals into editorial campaigns and brand relaunches that resonate with and connect people. Build collaborative, values-driven team culture where creative excellence and community are at the center.

expertise

Brand Strategy & Creative Direction | Omni-Channel Campaign Development | Editorial & Photo Art Direction | Team Leadership | Copywriting & Styling Oversight | Experiential & Live Activations | Stakeholder Management | Agency & Vendor Management | Creative Operations | Tools: Figma, Adobe Creative Suite, Canva, Workfront

experience

Creative Director : Mar 2022–Sept 2025

Walmart Connect, San Bruno, CA

- Directed data-informed campaigns and integrated programs for top CPG advertisers, contributing to 20% YoY revenue growth.
- Converted advertiser business challenges into insight-led concepts and high-impact creative that drove measurable brand engagement and conversion.
- Contributed to Walmart Live, the brand's live shopping experience, and brought social-first creative thinking to a new commerce format with editorial sensibility and customer-obsessed storytelling.
- Partnered with engineering to define AI-generated ad creative quality benchmarks, establishing governance that ensured design accuracy at scale.
- Optimized creative processes, streamlined cross-functional workflows, and built scalable design systems that enabled greater productivity and efficiency.

Creative Director : Oct 2018–Feb 2022

Senior Art Director : Jan 2017–Sept 2018

Sam's Club, San Bruno, CA

- Owned full creative vision for all brand and marketing initiatives, upholding creative excellence and brand consistency across every customer touchpoint.
- Spearheaded a comprehensive rebrand spanning print, digital & web, in-store, and events that drove a 15% acquisition lift and stronger retention rate within the first year.
- Led concept-to-launch creative for the brand's frictionless retail experience in Dallas, a first-of-its-kind physical-digital store format anchored by proprietary product technology.
- Built membership acquisition campaigns rooted in community and belonging, integrating influencer and UGC content to expand reach among new and diverse audiences.
- Collaborated with C-suite and cross-functional leaders to translate business goals and priorities into actionable creative briefs and customer-centric campaigns.
- Partnered with Content Director to align copy strategy and brand voice to enable best-in-class creative across every channel.
- Led a 20+ persons in-house creative team alongside agency partners, mentoring talent and fostering a high-performance, collaborative team culture.

experience

Senior Creative Lead : Mar 2014–Dec 2016

Art Director : Aug 2011–Mar 2014

Tailored Brands, Fremont, CA

- Repositioned Men's Wearhouse brand identity and refreshed its brand system, photography, and brand voice to shift customer perception toward a fresher, more confident brand expression.
- Launched Joseph Abboud as a standalone luxury menswear brand, leading end-to-end creative development across visual identity, campaign, print, digital & web, and NYC flagship store opening.
- Art directed 12+ seasonal editorial shoots annually across four apparel brands, overseeing on-fig and still styling, casting, photo direction, and pre-and-post production.
- Managed post-production and external vendors, ensuring high creative standards and projects were delivered on-time and within budget.
- Oversaw omni-channel campaign development for four brands within the Tailored Brands portfolio, maintaining creative coherence and brand distinction for four separate brand identities.

Designer to Senior Designer to Art Director : 2002–Dec 2011

California, Texas, and SF Bay Area

- Built a strong foundation in creative production and concept development through progressive design and art direction roles across agency and in-house environments.

education

Master of Arts, Advertising : *University of Texas at Austin*

Bachelor of Science, Design : *University of California, Davis*

recognition

Speaker, *Brand Innovators: Women in Marketing Series, 2022*