



**daisy ma**

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## creative: marketing + advertising

Deliver conceptual and customer-centric solutions that drive results, create omni-channel campaigns that increase brand awareness and boost conversions, and build team culture that inspires and celebrates creative excellence.

## professional experience

**CREATIVE DIRECTOR** : Feb 2022–Current  
Walmart Connect, San Bruno, CA

- Lead data-driven creative solutions and best-in-class retail media campaigns for leading consumables brands.
- Develop bespoke marketing programs that influence a 20% YoY revenue growth.
- Uncover upsell opportunities and pitch creative that drives incremental investment.
- Coach high-performing in-house creative team, foster individual career growth, and inspire creative thought leadership.
- Partner with cross-functional teams and implement new processes to streamline way-of-working and improve efficiency.

**CREATIVE DIRECTOR** : Oct 2018–Feb 2022

**SENIOR ART DIRECTOR** : Jan 2017–Sept 2018  
Sam's Club, San Bruno, CA

- Oversaw creative strategy for all O&O marketing initiatives and national campaigns.
- Collaborated with leadership, cross-functional stakeholders, and agency partners to translate business objectives into insight-driven concepts.
- Built creative narrative and connected with target audience through storytelling at every customer touch point.
- Spearheaded Sam's Club rebranding – an elevated brand presence that drove membership retentions and 15% increase in acquisitions.
- Evaluated and forecasted operational budget.

**SENIOR CREATIVE LEAD** : Mar 2014–Dec 2016

**ART DIRECTOR** : Aug 2011–Mar 2014  
Tailored Brands, Fremont, CA

- Directed seasonal campaigns and editorial and e-comm photo shoots for 4 business divisions.
- Rebranded Men's Wearhouse brand expression to communicate the company's new vision.
- Launched a new luxury menswear brand and led creative development from inception to execution.

**FREELANCE CREATIVE** : Feb 2011–Aug 2011  
San Francisco Bay Area, CA

- CLIENTS:  
Evolution Bureau – HP, Glad, Facebook  
Bernard Hodes Group – Renown Hospital

**ART DIRECTOR** : Sept 2009–Dec 2010  
The Marketing Arm, Dallas, TX

- ACCOUNTS:  
Tostitos; Frito-Lay Dips; Baked Lay's;  
Frito-Lay Innovation; Make-A-Wish

**SENIOR DESIGNER** : Aug 2005–June 2007  
Grubb & Ellis, San Jose, CA

**GRAPHIC DESIGNER** : May 2004–Jan 2007  
High Country Passage Travel, San Francisco, CA

**GRAPHIC DESIGNER** : May 2002–Sept 2003  
DPI Graphics, Davis, CA

## education

**M.A.** : Advertising, *University of TX at Austin* • **B.S.** : Design, *University of CA, Davis*