



daisy ma

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summary

Creative director with 15+ years building brands and insight-driven campaigns that connect people and move business forward. Known for translating business goals into creative strategy that drives impact, from full-scale rebrands to custom campaigns that unlock new investment. People-first leader who develops creative talent and builds high-performing teams where creative excellence and low-ego collaboration are the culture.

experience

Creative Director : Mar 2022–Sept 2025

Walmart Connect, San Bruno, CA

- Led creative strategy, data-informed campaigns, and high-impact integrated programs for top CPG brand clients across Walmart Consumables portfolio, contributing to 20% YoY revenue growth.
- Unlocked \$3M+ incremental advertiser investment in 2024 through bespoke creative concepts tailored to each brand partner's growth opportunities, pitching directly to brand clients and executives.
- Directed Walmart Beauty Edit, an insight-driven integrated campaign spanning display, landing page, in-store event, social, and influencer partnership, contributing to \$17.2M in revenue and 124% YoY growth.
- Set creative quality benchmarks for Walmart's AI-tool, partnering with engineering to oversee creative output approval and ensure design accuracy and brand consistency at scale.
- Built creative best practices from Walmart customer data and campaign analytics, translating audience insights into repeatable standards that improved campaign performance across brand partners.
- Sharpened campaign focus and drove early cross-functional alignment with new briefing processes that captured clear direction upfront to accelerate creative delivery and reduce revision cycles.
- Developed two senior creative managers and their respective teams through intentional coaching on craft and leadership to strengthen team performance and retention.

Creative Director : Oct 2018–Feb 2022

Senior Art Director : Jan 2017–Sept 2018

Sam's Club, San Bruno, CA

- Spearheaded a comprehensive rebrand that delivered a new brand experience across every customer touchpoint, contributing to a 15% membership acquisition lift and stronger retention within the first year.
- Led concept-to-launch of Sam's Club's first frictionless physical-digital store in Dallas, a retail experience anchored in proprietary technology, leading creative from store exterior and interior to full digital experience.
- Expanded reach among new and diverse audiences through acquisition campaigns rooted in community and belonging, integrating influencer and UGC content to drive awareness and engagement.
- Co-owned brand persona and creative content strategy with content director, building a cohesive brand voice and visual expression that's scalable across every channel.
- Analyzed A/B test results and performance data to refine creative strategy, applying insights to improve campaign performance and drove conversion.
- Shaped video creative across social and digital, guiding agency partners from storyboard through final cut to deliver on-brand, format-specific storytelling that held attention across every screen.
- Earned executive confidence by translating ambiguous business direction into actionable creative strategy, aligning cross-functional partners around a shared vision and presenting concepts directly to CMO.
- Built a high-performing, 20+ person in-house creative studio by developing people managers and aligning the team around individual strengths, resulting in 3 internal promotions and a 90+ team engagement score.

Senior Creative Lead : Mar 2014–Dec 2016

Art Director : Aug 2011–Mar 2014

Tailored Brands, Fremont, CA

- Launched Joseph Abboud as a standalone luxury menswear brand with end-to-end creative ownership across visual identity, photography, campaign, print & digital, and NYC flagship store opening.
- Shifted customer perception toward a fresher, more confident brand expression by repositioning Men's Warehouse brand identity with refreshed visual system, photography, and brand voice.
- Drove creative distinction and integrity across 4 portfolio menswear brands, owning omni-channel campaign development for two while protecting each brand's position and target audience.
- Elevated brand presence through creative concept and visual direction for 12+ editorial shoots annually, leading full production from casting to post-production with in-house and external teams.
- Led a multidisciplinary in-house team of 8 across copy, art direction, and design alongside external agency partners to deliver on-brand, on-time work across channels.

Designer to Senior Designer to Art Director : 2002–2011

California, Texas, and SF Bay Area

- Built early creative range in agency and in-house environments, progressing from design to art direction through concept-driven brand and campaign work.

expertise

Creative Strategy & Direction | Brand & Visual Storytelling | Photo & Video Art Direction | Omni-Channel Campaign Development | Performance Creative | Copy Direction | Creative Presentation | Team Leadership & Development | AI Creative Governance | Agency & Vendor Management | Cross-Functional Partnership | Stakeholder Management

education

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

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

certifications & recognition

Prompt Engineering for ChatGPT : *Vanderbilt University, 2025*

Generative AI for Leaders : *Vanderbilt University, 2025*

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