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summary

Creative director with 15+ years crafting visual stories and building brands that inspire action, from full-scale rebrands to strategy-led campaigns. Trusted C-suite and cross-functional partner who translates business goals into insight-driven concepts that drive engagement and unlock brand growth. People-first leader who develops senior talent and builds high-performing teams where creative excellence and no-ego collaboration are the culture.

experience

Creative Director : Mar 2022–Sept 2025

Walmart Connect, San Bruno, CA

- Unlocked \$3M+ incremental investment in 2024 through strategy-led creative concepts tailored to each brand's business challenges and growth opportunities, pitching directly to brand partners and executives.
- Directed Walmart Beauty Edit, an insight-driven omni-channel campaign rooted in beauty-culture trends and the rising GenZ/Millennial spend insights, contributing to \$17.2M in revenue and 124% YoY growth.
- Led creative strategy, consumer-centric campaigns, and high-impact integrated programs for top CPG brands, contributing to 20% YoY revenue growth.
- Translated complex data and audience behavior insights into empathetic, confidence-building storytelling for Nestlé Health Science's GLP-1 nutritional supplement campaign across digital, social, in-store, and CTV.
- Set creative quality benchmarks and oversaw AI-generated creative output approval for Walmart's AI-tool, partnering with engineering to ensure brand consistency and design accuracy at scale.
- Built creative best practices and scalable visual system from Walmart customer data and campaign analytics, setting brand standards and enabling teams to execute consistently across brand partners.
- Sharpened campaign focus and drove early cross-functional alignment with new briefing processes that captured clear direction upfront, accelerating creative delivery and reducing revision cycles.
- Elevated two senior creative managers through developmental coaching on craft and leadership, raising the creative bar team-wide through concept-driven frameworks and clear creative standards.

Creative Director : Oct 2018–Feb 2022

Senior Art Director : Jan 2017–Sept 2018

Sam's Club, San Bruno, CA

- Spearheaded a comprehensive rebrand in 2019, delivering a new brand expression across every customer touchpoint, contributing to a 28% digital sales surge in the first quarter following the new brand identity.
- Built a scalable brand system from scratch, owning visual identity and photography style to brand persona and voice, establishing brand creative guardrails across internal teams and agency partners.
- Drove concept-to-launch of Sam's Club's first frictionless physical-digital store in Dallas featured on CNBC, leading creative from store exterior and interior to in-store digital, web experience, and launch campaign.
- Led "Proud by Design," a brand-led cultural initiative partnering with 9 HBCUs to source emerging fashion design talent, resulting in 5 limited-edition Black History Month t-shirt designs sold across 600 Sam's Club locations and the winning uniform design worn by nearly 100,000 associates nationwide.
- Expanded reach and consideration through an omni-channel acquisition campaign rooted in community and belonging with influencer and user-centric content, driving a 15% lift in new membership in 2021.
- Refined creative strategy through A/B testing of copy and creative variants, applying data and customer insight to make informed creative decisions and improve campaign performance.

- Directed motion and 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.
- Translated 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 4 ACDs and aligning the team around individual strengths, resulting in 3 internal promotions and a 90+ team engagement score.
- Oversaw 4 external agencies as the brand creative authority, setting brand standards and creative expectations from brief to final approval.

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.
- Repositioned Men's Wearhouse brand identity to shift customer perception toward a fresher, more confident brand expression, refreshing the visual system, photography, and brand voice across in-store and digital.
- Led creative concept and photo direction for 12+ editorial shoots annually, leading full production from casting to post-production with in-house and external teams to deliver premium, on-brand creative.
- Owned brand creative on-set for Men's Wearhouse national TV spots, directing external agency to ensure creative choices stayed true to brand standards and campaign vision.
- Led a multidisciplinary in-house team of 8 across copy, art direction, and design, managing creative for two portfolio brands alongside external agency partners to deliver on-brand, on-time work across channels.

Art Director : 2009–2011

Dallas, TX and SF Bay Area

- Developed concept-driven brand and campaign work across in-store, event, and digital at The Marketing Arm, Bernard Hodes, and Evolution Bureau. Clients including: Hewlett-Packard, Tostitos, and Make-A-Wish.

expertise

Creative Strategy & Direction | Team Leadership & Development | Brand Identity | Brand & Visual Storytelling | Concept Development | Omni-Channel Campaign | Photo & Video Direction | Copy Direction | Creative Operations | Agency & Vendor Management | Cross-Functional Partnership | Executive Presentation | 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*