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PORTFOLIO

yaminamarlow.com



EXPERTISE

Project Management
Relationship Building
Event Management
Contract Agreements
Brand Development & Management



LANGUAGES

Fluent in Spanish and English
Simultaneous Interpretation



EDUCATION

Media Design, MFA, 2014

Full Sail University, FL

Digital Media, AS, 2001

Full Sail University, FL

Graphic Design, BFA, 1998

Savannah College of Art & Design, GA



TECHNICAL SKILLS

Adobe Creative Suite:
Photoshop, Illustrator, InDesign
Keynote • Figma
Canva • iMovie
Excel • PowerPoint • Word
monday.com • Salesforce
MailChimp • Google Suite

YAMINA MARLOW

CREATIVE LEADER • BRAND STRATEGIST

PROFESSIONAL SUMMARY

Visionary Creative Leader and Brand Strategist with 20+ years driving innovative marketing solutions across diverse industries. Proven expertise in building high-performing creative teams, developing comprehensive brand strategies, and executing multi-channel campaigns that deliver measurable growth. International perspective and bilingual capabilities enable deep cultural insights and meaningful client connections at the executive level.

Core Competencies: Brand Development & Strategy | Creative Direction | Team Leadership | Partnership Development | Multi-Channel Campaign Management | Digital Marketing Strategy

CAREER HIGHLIGHTS

Team Leadership Excellence: Handpicked to establish and lead high-performing creative teams, contributing to strategic growth of newly formed departments.

Partnership Innovation: Recruited for newly created partnerships role, developing engagement programs that increased partner relationships by 200%.

Brand Impact: Spearheaded comprehensive brand evolution for Strong Finish Coaching, creating integrated marketing strategy that increased clientele by 65%.

Strategic Presentations: Designed executive-level pitch decks for NASA's Power Source Summit and WiDS Tunisia, significantly enhancing brand positioning.

PROFESSIONAL EXPERIENCE

GROW GOODNESS

Creative Content Strategist | January 2025 – Present

- Spearhead comprehensive social media strategy across multiple platforms, optimizing content and managing targeted campaigns to drive consistent audience growth and engagement.
- Develop and maintain cohesive brand guidelines encompassing typography, color palette, and image standards to establish consistent visual identity across all marketing touchpoints.
- Partner with Media Director to align creative initiatives with marketing objectives, developing diverse content formats including videos, mixed media, and illustrations for integrated campaign success.

YAMINA MARLOW DESIGN

Creative Lead and Branding Specialist | May 2000 – Present

- Conceptualize and execute design solutions for multi-channel marketing campaigns (web and print) for prominent financial institutions including Addition Financial, Welby Financial, and Sound Credit Union.
- Collaborate with clients to develop visually compelling infographics, sales materials, social media graphics, and presentations while maintaining strict brand guideline adherence.
- Manage full-service creative projects from concept through execution, ensuring on-time delivery and client satisfaction.



RECOMMENDATIONS

"Yamina is an incredibly organized and hard working individual. This, combined with her outgoing personality, ability to connect and amazing skill to form and maintain relationships made her the perfect candidate for our corporate partnerships department."

Tom Lacroix, VP of Admissions,
Full Sail University

"Yamina is a consummate professional who can manage creative teams, maintain professional communications with clients and develop amazing creative work. It has been an absolute pleasure to be a part of those projects."

Eric Rosenfeld, Program Director,
Full Sail University

"I've known Yamina for a very long time and hired her twice. Yamina brings positive energy and enthusiasm to everything she does. She cares deeply about delivering with excellence and, most importantly, about the people around her. She is one of those people you always want around because she elevates everyone. Joy and integrity are the words I use to describe her. If you get the chance to work with her, take it!"

Luis Garcia, President,
PETE Learning



CERTIFICATIONS

Udemy

MBA in a Box: Business Lessons
from a CEO, 2024

NASM (National Association of Sports Medicine)

Certified Nutrition Coach (CNC),
2024

EnrollMatch

Online Training Curriculum
09.28.2024

PROFESSIONAL EXPERIENCE (CONTINUED)

FULL SAIL UNIVERSITY | 2005 – 2024

Strategic Partnerships Manager | August 2019 – March 2024

- Designed and delivered compelling presentations showcasing successful partnerships with Orlando Health and Echelon Fitness, transforming complex market data into clear narratives that communicated relationship value and impact.
- Partnered cross-functionally with Marketing and Production teams to execute high-profile events including Orlando Tech Community networking events, NAWBO competitions, Apple Gaming presentations, and Meta Center Global Week.
- Evaluated and nurtured partner engagement through strategic project planning and CRM strategies, resulting in 200% increase in partner relationships while ensuring alignment with University KPIs.
- Forged executive-level connections between external business partners and internal senior management, serving as lead contact for strategic initiatives including events, scholarship programs, and contractual agreements.

Art Director, Full Sail Labs/DC3 | September 2015 – July 2019

- Led brand initiative from concept to product launch for digital media academy startup, developing comprehensive brand guide including logos, color palette, graphic elements, and imagery direction aligned with marketing research.
- Collaborated with Market Research and Sales Directors to develop data-driven marketing plans, tracking analytics and industry trends to optimize campaign performance.
- Managed creative team of 5 members, providing mentorship in asset creation from concept to execution for 1000+ camp attendees, encompassing promotional materials, digital/print advertising, and social media activations.
- Ensured brand consistency across 30 online courses, student summer camps, and workshops, delivering marketing strategies that drove customer retention, increased enrollment, and revenue growth.

Course Director, Digital Arts & Design | July 2011 – September 2015

- Delivered instructional presentations to 500+ diverse audiences on industry topics including design principles and Adobe Creative Suite, providing assessment and critique to foster continuous learning.
- Developed comprehensive course materials including syllabi, assignments, and curricula covering color theory, typography, layout, and hierarchy for visual communication marketing.
- Implemented innovative learning solutions within proprietary LMS to increase student engagement and improve educational outcomes.

Senior Graphic Designer | November 2005 – July 2011

- Coordinated cross-functional teams including illustrators and copywriters to optimize workflow and production cycles from initial copy to final published layouts.
- Produced educational materials for print and interactive media, building comprehensive lesson plans and course books for 20+ diverse subjects.
- Collaborated with print production department ensuring design files were print-ready while maintaining brand standards and quality control for books, catalogs, and manuals.