

TRACY POWELL:
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I am an accomplished Creative Director with a proven track record of visionary leadership in luxury lifestyle, custom publishing, and marketing design. Known for my refined aesthetic and strategic insight, I have shaped the creative direction of high-profile editorial, branding, and marketing campaigns across the fashion, real estate, hospitality, and design industries. My work blends visual sophistication with marketing effectiveness, delivering compelling creative solutions that elevate brand presence and drive engagement.

GENERAL SKILLS:

- Communication and collaboration skills
- Teamwork
- Problem-solving, adaptability
- Time management, and critical thinking

COMPUTER SKILLS/PROGRAMS

Proficiency in Adobe Creative Cloud suite, including Photoshop, Illustrator, and InDesign. Also knowledge of video editing software like Final Cut Pro or Adobe Premiere Pro.

LANGUAGES

Fluent in English and Spanish

FIREBRAND MEDIA LLC / Custom Publishing

Creative & Marketing Director

2018 - 2025; (Past Role: Creative Director, 2005 - 2012)

- Led creative direction and content strategy across digital, print, and social platforms.
- Directed the launch of Firebrand's custom magazine portfolio—developing brand identity, creative vision, and execution.
- Managed cross-functional teams of designers, editors, photographers, and freelancers.
- Provided hands-on art direction and project management for multiple publications simultaneously.
- Oversaw vendor relationships, securing print quotes and managing production timelines.
- Spearheaded the design and launch of key publications, including:
 - Newspapers:** Laguna Beach Independent, Newport Beach Independent, Coastal Real Estate Guide
 - Magazines:** Laguna Beach Magazine, Newport Beach Magazine
 - Hotel Publications:** Escape (*Ritz-Carlton Naples*), Montage Magazine, Salamander Resorts Magazine; Locale Magazine (*In-room Publication for Petinos' Resors of Mykonos*); The Ritz-Carlton Naples (*Custom Coffee Table Book*)
 - Annuals & Guides:** Visit Laguna Beach, Laguna Beach City Guide, Bay Window (Newport Beach Country Club & Balboa Bay Resort), Mission Beach (*Catamaran Resort Hotel & Spa, Bahia Resort Hotel*)

Marketing Projects & Responsibilities

- Partnered closely with the marketing team to design and deliver creative assets across print collateral, advertising, fundraising, and digital campaigns.
- Assisted in the development and maintenance of branded templates for internal communications, presentations, and event materials.
- Simultaneously managed multiple design projects, maintaining a high standard of creativity and meeting all deadlines.
- Prepared final art files for print production, ensuring accuracy and adherence to industry-standard pre-press specifications.
 - Key Projects:** *Newport Beach Country Club* • Holiday Gift Guide • Kids Summer Fest Guide • Scholarship Brochure • Annual Regatta Golf Tournament Materials
 - The Ranch at Laguna Beach** • Comprehensive Brand Guide

DESERT PUBLICATIONS INC. / Palm Springs Life Magazine

Director of Creative Services

Dec. 2012 - Nov. 2013

- Led a multidisciplinary creative team, including Art Directors, Photo Editors, Illustrators, and freelancers.
- Directed visual strategy for major redesigns and new launches: Visit Newport Beach, Fashion Week 2013, Pebble Beach: The Magazine.
- Ensured cohesive visual identity across all platforms and publications.
- Collaborated cross-functionally with Editorial, Marketing, and Production teams to meet business objectives.
- Produced high-impact creative for flagship events such as Fashion Week and Food & Wine Festival.

Marketing Projects & Responsibilities

- Same as above mentioned with Firebrand Media

JYIJ DESIGN / Freelance

Owner / Creative Director

2014 - 2018

Clients Included: La Prensa San Diego, Beckett Media, Manzana Energy Inc., SEMA

PETERSEN PUBLISHING COMPANY

Creative Director (1999 - 2005) / Art Director (1994 - 1999)

Automotive Group (Super Street Magazine; Motor Trend Magazine; Hot Rod Magazine); Sports Group (Sport Magazine; Action Pro Basketball, Pro Football):

VISIT PORTFOLIO AT <https://tr8080.wixsite.com/tracy-powell>