

CREATIVE DIRECTOR

Brand/Marketing/Product

BUSINESS STRATEGIST



Lorle Campos
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949-307-5898

ABOUT:

While the rest of the world is watching Netflix to unwind at the end of the day, I'm busy creating something. Whether it's a gingerbread soufflé, a compelling message for an exciting new brand, or a 50's dress for Friday night swing-dancing, it's what I call fun. At work and at home, my mind never stops looking for ways to make life better. Easier, yummiier, more meaningful, or more beautiful.

DESIGN Skills:

- Creative Strategy
- Concept Development
- Marketing Strategy
- Brand Development
- Content/SEO Strategy
- Advertising
- Adobe Creative Suite
- Product Design
- Web Design
- Copywriting, Editing
- UX/UI Design Experience
- Social Media Marketing
- Art Direction
- Graphic Design
- Paid Media

MANAGEMENT Skills

- Business Strategy
- Business Development
- Budget Accountability
- Project Management
- Local/Offshore Production
- Innovative Problem Solving
- Inspiring Leadership w/o Ego
- Empowering Communication
- Emotional Intelligence Expertise
- HR: Hiring, Training, Benefits
- Author, Professional Speaking
- Workshop Development

EDUCATION:

UC Berkeley: Graduated Summa cum laude, with a major in premed and a minor in psychology. Sold hand-batiked dresses to local boutiques for fun.

Fashion Institute of Design and Merchandising: Obtained a degree in design and graduated top of my class, with an award-winning collection.

UNIQUE Attributes:

Analytical and Creative: Few people have that rare ability to use both the analytical and creative parts of the brain in tandem. I can't design without thinking about the practical and cost-to-produce aspects of a project. This has resulted in high-margin products such as the best-selling Birthday Book for Once Upon a Family that cost \$2.60 to produce and sold for \$21.00. Cach-Cach enjoyed 25% profits in an industry where 10% was considered healthy - due to a unique product concept and cleverly engineered production that no one could copy.

High Emotional Intelligence: As an adult, I realized that I can usually see and understand more about people and life than those around me. This has served me well both in communicating with the consumer and inspiring teams. I also spent 8 months (full-time in 2019) researching and compiling everything I could find on the mindsets that lead to happiness and success. This resulted in The MINDPOWER ToolBox. I see the world moving in that direction and know that training our minds and choosing productive thoughts will soon become as mainstream as training our bodies and choosing healthy foods.

Insatiable Learner: I am not a graphic artist nor a web developer and have always led teams who performed those tasks for me. But I love learning and in the last five years, I've taught myself some of the basics so that I could play around with design concepts before I passed them onto a professional. I've found this process saves a lot of time and money. MindPower ToolBox and 10-Minute Parent are examples of projects where I designed the brand, product and website myself. I am now in the process of updating my digital marketing skills at Digital Marketer.

UNIQUE Experiences:

Entrepreneurial Thinking: Having started and managed 2 businesses (18 and 7 years), I bring a unique skill set to the table. An entrepreneur is responsible for everything, start to finish. You can't design something fun and pass it onto someone else to worry about whether it's going to work, sell, or be profitable. Entrepreneurs see the big picture and know how to make it all happen.

International Travel: The 2 years after college were spent working for a French resort in Turkey, Switzerland, Africa and Mexico. I have family in France and Morocco, where we've enjoyed many vacations. I'm fluent in French and Spanish.

What people say they want or think they need, and what they are actually willing to invest time, money, or energy into, are often two very different things. Great marketing closes that gap.

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WORK Experience:

2 Years
2018-present



Creative & Marketing Director at MINDPOWER ToolBox:

Responsible for the entire project: research, content, design, production, marketing, website, workshop presentation, and speaking. I'm fascinated by how difficult it is for human beings to create change, no matter how important it is or how much they want it. Statistics say we fail 96% of the time. Billions are spent on corporate training and thousands of experts are selling books that tell us what we need to do but leave us hanging without a clear path to change. MINDPOWER ToolBox is that path.

www.mindpowertoolbox.com.

3 Years
2017-present



Creative & Marketing Director at 10-MINUTE PARENT:

Responsible for the entire project: research, content, design, prototypes, overseas sourcing, managing illustrators/authors, website, marketing, workshop presentation, and speaking. 10-Minute Parent is based on the research behind what children really need to be happy and successful. Fun, whimsical tools help parents create those "good parenting" moments that get lost in the shuffle of busy, overscheduled family life. They learn how to parent like an expert - without reading a single book. www.10minuteparent.com.

4 / 4 Years
2010-2018



Creative Director | Marketing Manager at SENTRAN LLC:

Responsible for managing all creative and marketing efforts, which included the re-branding of Sentran with new colors, a new website, 100+ illustrations, brochure, digital catalog, trade show displays, powerpoint presentations, newsletters, promotional materials, and a compelling new messaging strategy: INSTANT ANSWERS. Developed and managed a successful \$100,000/year PPC program as well. Worked directly under Ken Kramer, the Founder/President of Sentran LLC, who was head of marketing & sales.

www.sentrانllc.com.

8 Years
2001-2009



Creative Director | Marketing Director at ONCE UPON A FAMILY:

Founded a direct sales company focused on products that strengthen family ties. Designed compelling products with high profit margins. Led a 5-person management team and directed a sales force of 1000-1200 Consultants. Built strong strategic partnerships with vendors in China, resulting in favorable operating agreements that enhanced cash flow. Directed all product development, and sales and marketing activities, including inventory management, sales campaigns, sales projections, annual conventions, and VIP trips.

18 Years
1983-2001



Creative Director | Marketing Director | Founder at CACH-CACH:

Built and managed an extremely profitable company that manufactured and distributed children's clothing to the high-end market for 18 years. Created exclusive designs for Nordstrom, Neiman Marcus, Saks Fifth Avenue, Macy's and Bloomingdales. Managed a 15-person team of designers, pattern makers, and sample seamstresses. Engineered production for high margins. Launched re-branding with innovative ad campaigns. Won the most prestigious global fashion design award, The Dallas Fashion Award, for children in 1997, leaving the top European company, Catimini, in second place.

Ongoing



Professional Speaker and Author of HAPPYHOME, LITTLE THINGS,

plus *DizzyBusy Dozen*, and *Happy Family Habits*. Used market research, books and speaking engagements to build the Once Upon a Family and 10-Minute Parent brands. Spoke at more than 50 women's events, CEO roundtables and leadership retreats. I have come to realize, however, that information doesn't create change. We are already overwhelmed with more information than we can handle. What people really need are tools to help them apply that valuable information to their daily lives. They need products that take them from inspiration to action - like The MINDPOWER ToolBox.