

# Nathaniel Soria, Creative Director

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## SUMMARY

Dynamic Creative Director with over 12 years of experience in leading innovative projects across various platforms. Skilled in developing marketing strategies that significantly increased engagement, including a 15% rise in enrollment at Skagit Valley College and mentoring teams to elevate social media reach by 1,000%. Proven ability to produce compelling content for diverse clients, enhancing visibility and brand identity. Eager to leverage expertise to drive creative growth and impactful storytelling.

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## WORK EXPERIENCE

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| 01/2011 – Present | <b>Creative Director, Writer &amp; Producer, Freelance</b>   | New York, USA   |
|                   | <ul style="list-style-type: none"><li>• Served as the Creative Lead for clients including Mo's Parlor, Community to Community, and Roots Café, producing compelling content that significantly enhanced audience engagement and brand awareness.</li><li>• Directed, wrote, and produced 'Ghoul Station,' which was showcased at three prestigious film festivals.</li><li>• Engineered branded storytelling strategies for various businesses and nonprofits, resulting in substantial increases in visibility and audience interaction.</li></ul>  |                 |
| 01/2022 – 01/2024 | <b>Creative Director, Skagit Valley College</b>  | Mt. Vernon, USA |
|                   | <ul style="list-style-type: none"><li>• Orchestrated digital transformation initiatives, resulting in high-engagement marketing campaigns that drove a 15% boost in enrollment, securing the school's 2nd position in Washington State.</li><li>• Pioneered AI-assisted content creation by utilizing ChatGPT and automation tools to optimize marketing, video production, and client communications across multiple platforms, including print, digital, and television.</li><li>• Fortified campus brand identity, effectively driving community engagement through strategic initiatives.</li><li>• Elevated social media reach by mentoring the Social Media Manager, leading to an astounding 1,000% increase in video views and transforming previously underperforming platforms into high-performing assets.</li><li>• Consulted with the college president to develop workflow optimization strategies that minimized burnout and significantly enhanced efficiency.</li></ul> |                 |
| 01/2013 – 01/2016 | <b>Art Director, Flocabulary</b>   | Brooklyn, USA   |
|                   | <ul style="list-style-type: none"><li>• Expanded creative operations and scaled a 7-person startup into a dynamic 50+ employee operation, overseeing a 30+ person international creative team and establishing 5 in-house creative positions.</li><li>• Revamped production workflows to yield an impressive 4 weekly video releases, facilitating valuable partnerships with The United Nations and The Bill &amp; Melinda Gates Foundation.</li><li>• Played a pivotal role in the company's growth by focusing on team-building, storytelling, and educational engagement strategies.</li></ul>   |                 |

01/2008 – 01/2011	<b>Art Director, Animator &amp; Graphic Designer, Freelance</b>	Kansas City, USA
	<ul style="list-style-type: none"> <li>Delivered impactful branding and digital projects for various businesses and advertising clients, enhancing their market presence.</li> <li>Specialized in creating viral animations, developing corporate video strategies, and orchestrating interactive marketing campaigns that drove customer engagement.</li> </ul>	
01/2008 – 01/2011	<b>Founder &amp; Event Manager, The Emerald Space</b>	Kansas City, USA
	<ul style="list-style-type: none"> <li>Founded and managed a vibrant cultural hub, hosting a diverse range of events that significantly amplified the local arts scene.</li> </ul>	
01/2005 – 01/2008	<b>Designer &amp; Illustrator, C3   Creative Consumer Concepts</b>	Overland Park, USA
	<ul style="list-style-type: none"> <li>Crafted award-winning marketing materials and innovative toy concepts, integrating animation technologies that enhanced brand engagement.</li> </ul>	

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## EDUCATION

01/2001 – 01/2005	<b>Ringling College of Art</b> Bachelor's of Fine Arts, Illustration Major & Photography Minor	Sarasota, FL, USA
05/2002 – 08/2002	<b>Temple University of Japan</b> Bachelors of Fine Art, Digital Photography Studies	Tokyo, Japan

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## SKILLS

Creative Leadership	Brand Strategy
AI & Emerging Technologies	Video & Digital Content Production
B2B/ B2C Marketing	Social Media & Digital Platforms
Software & Creative Tools	Communication
Presentation	Team Leadership
Storytelling	Collaboration
Project Management	Performance Marketing
Team Management	Data Analysis
Digital Trends	Cultural Competence
Startup Experience	