

Lisa DelMonte senior creative leader

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summary

Award-winning senior executive with years of progressive achievement fueling creativity and innovation at the intersection of creative, marketing, and strategy. Proven ability to direct global branding and 360 marketing campaigns that ignite ROI, build and develop inspired and motivated teams, and deliver targeted marketing materials that drive viewership and engagement. Natural people leader, strategic planner, and trusted business partner adept at overseeing concurrent, high-profile initiatives, ideating elegant solutions to complex problems, and delivering measurable results aligned with business goals.

key skills

Sales & Revenue Growth | Creative Strategy | Multimillion-Dollar Budget Stewardship | Photo Shoots Stakeholder Engagement | Competitive Intelligence | Event Planning | Branding | Disruptive Marketing Social Media Campaigns | Presentations | Cross-Functional Team Leadership | Employee Engagement

core achievements

- ♦ Built and led full-cycle projects for disruptive marketing campaigns, overseeing 100+ series, resulting in consistent ratings growth, show renewals, and ad revenue.
- ♦ Art Directed the development of visual concepts and oversaw production of 100+ photo and video shoots, optimizing budgets ranging from \$10K to \$1M.
- ♦ Devised and executed strategic social media campaigns, driving substantial fan engagement across all social media handles surpassing milestones (10+% for Futurama and 20+% for How I Met Your Mother.)
- ♦ Demonstrated expertise in creating impactful, dynamic sales presentations and marketing materials.
- ♦ Played a pivotal role in the groundbreaking \$1 billion unicorn sale into cable syndication.

experience

Senior Manager: Licensed Content | Jan 22 – June 23

The Walt Disney Company, Disney Media & Entertainment Distribution, Century City, CA

Directly led a team that maintained effective workflows and processes aligned with all policies, meeting volume targets and managing costs.

Key Achievements

- Managed creating and delivering 1,300+ collateral pieces (print, digital, and A/V) with a **budget of \$250,000**.
- Coordinated with multiple agencies to work on creative elements concurrently, resulting in **year-over-year ratings increases ranging from 17% to 40%** and positive stakeholder feedback.
- Nurtured working relationships with various divisions and fostered trust and collaboration, which facilitated the acquisition of crucial assets to create sales collateral, leading to a competitive 3-way bidding war.
- Proficiently designed, coordinated, and executed a wide range of successful events, showcasing strong event planning and management skills.

Executive Creative Director: Creative Services | Mar 19 – Dec 21

The Walt Disney Company, Disney Media & Entertainment Distribution, Century City, CA

Led creative direction for global consumer and B2B marketing campaigns, utilizing a multi-platform approach to optimize reach and impact.

Key Achievements

- **Oversaw creative material development and internal marketing strategies** for virtual corporate events, promoting company culture and objectives.
- Managed remote work transition and **collaborated with internal and external production teams**.

- Developed a model to coordinate virtual national and international sales meetings, facilitating key communication and team collaboration, **resulting in positive feedback from over 90%** of the audience and the decision to continue hosting future meetings virtually.
- **An integral partner in a pioneering initiative**, the Disney Executive Women's Forum (EWF), to inform, educate, and support female employees by establishing the EWF branding, developing a comprehensive website, and organizing bi-monthly Zoom meetings with specialized topics, guest speakers, and breakout sessions, **leading to a 97% membership enrollment.**

Executive Creative Director: Multi-Media & Premiums | Jun 16 – Mar 19

20th Television, FOX, Century City, CA

Directed creative campaigns for diverse products across print, outdoor, digital, and on-air platforms, ensuring annual unified branding and messaging for 20+ series.

Key Achievements

- **Managed a versatile team of full-time employees**, freelance designers, and social media contractors, fostering a collaborative and high-performing work environment.
- Strategized and produced annual marketing materials, dynamic sales presentations, and special events in collaboration with the Ad Sales department, contributing to successful brand promotions and revenue generation.
- Procured premium items for marketing promotions and sales mailers, **enhancing brand loyalty.**

Creative Director: Print and Digital Advertising | Aug 06 – Jun 16

20th Television, FOX, Century City, CA

Drove the creative direction for consumer and trade marketing campaigns annually for 20+ portfolios of products, fostering brand growth and consumer engagement.

Key Achievements

- Collaborated with multiple internal departments and external stakeholders to deliver unique event design elements, contributing to building brand awareness and community engagement.
- Conceptualized and executed design for consumer and B2B websites, overseeing content development to ensure consistency and user-friendly interfaces.

other notable career experience

Manager, Creative Services | Manager, Creative Retail and Promotions

Universal Studios Home Entertainment, Universal City, CA

Oversaw and developed creative materials for DVD packaging designs and national retailer-specific promotional materials.

Marketing Brand Manager

The Jim Henson Company, Hollywood, CA

Managed strategic marketing initiatives, promotions, special events, and budgets for primetime properties.

education

Kogod School of Business, American University, Washington, DC

**“Creativity is intelligence having fun.”
- Albert Einstein**