

tiffany dreyer // senior brand and creative services leader  
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SUMMARY

Brand and creative leader with 18 years of experience building and scaling high-performing teams across brand, creative, and content. Known for balancing innovation with operational excellence, I drive clarity, cohesion, and creative impact across every channel. Passionate about shaping brands that sit at the intersection of creativity, innovation, and AI.

SKILLS

- |                                  |                                   |                                  |                                  |
|----------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| • Adobe Creative Cloud Suite     | • Budgeting & Forecasting         | • Creative Services Optimization | • Photography, Video & Animation |
| • AI + SaaS Brand Strategy       | • Content Marketing               | • Driving KPIs / OKRs            | • Project Management (PMO)       |
| • Art Direction & Mentorship     | • Contract & RFP Negotiation      | • Figma & CMS Tools              | • UX / UI Layout & Design        |
| • Brand Architecture Development | • Creative Asset Management (DAM) | • Graphic Design & Layout        | • Visual Identity & Storytelling |

EXPERIENCE

JUNIPER SQUARE Remote, CA	<div>DIRECTOR OF BRAND &amp; CREATIVE SERVICES   March 2025 – present</div> <ul style="list-style-type: none"><li>Lead and mentor in-house brand and creative team while managing external design, video, web, and agency partners.</li><li>Oversee creative operations, including Asana project intake, prioritization, timelines, SLAs, and ROI tracking to ensure operational efficiency.</li><li>Serve as a strategic partner to Marketing, Coms, Product, Sales, HR, and Executive teams—aligning creative, brand, and business objectives across all channels.</li><li>Own brand strategy, governance, and global application to maintain consistency across digital, social, web, and event experiences.</li><li>Partner with Product Marketing and PMs to define the brand architecture, visual identity, and narrative for Juniper Square’s first AI-powered CRM—connecting human-centric services with AI-driven technology.</li><li>Partner cross-functionally on integrated campaign planning, product launches, and event activations to drive growth and brand awareness.</li><li>Work with the People team to develop and launch Juniper Square’s first employee-facing brand.</li><li>Manage brand reputation and corporate identity standards, including PR alignment, media kits, and executive communications.</li><li>Provide creative direction for photography, video, animation, web, and event design—ensuring cohesive storytelling and high-quality output.</li><li>Grow reach of “The Juniper Square Difference” podcast and related thought leadership initiatives through strategic promotion &amp; campaigns.</li><li>Evaluate and deploy AI-driven tools to enhance brand design scalability and creative team efficiency.</li><li>Oversee annual budgeting, forecasting, and KPI development for brand and creative operations.</li><li>Contribute hands-on design and concept development to uphold creative excellence and brand integrity.</li></ul>
MARVELL TECHNOLOGY Santa Clara, CA	<div>SR. DIRECTOR OF BRAND &amp; CREATIVE   August 2022 – October 2024</div> <ul style="list-style-type: none"><li>Directed brand and creative team of 4 full-time staff, plus a student intern; managed 15+ external contractor and agency support resources.</li><li>Launched Marvell's first employee-facing brand; led campaigns, social media/blog visuals, video, print, swag, and brand guidelines build.</li><li>Created Marketing's first global request form and launched Adobe Workfront; built SLA/Gantt tracking, automation, and metrics reporting.</li><li>Led brand efforts for major employee initiatives, including Rewards &amp; Recognition, Leadership Framework, Marvell Exchange (intranet launch), Employee Value Proposition, Marvell internship program, Marvell Benefits Website, and multiple Global Sales Conferences.</li><li>Overhauled Brandfolder (asset management DAM); updated taxonomy, resource LP, tagging, and launched "self-service" template portal.</li><li>Art directed all video, photography, animation, and external media requests; managed global executive &amp; BOD headshot database.</li><li>Partnered with product marketing, events, BUs, social media, PR, digital, communications, and sales teams to ensure brand integrity.</li><li>Rebranded global trade show presence, updating signage, booth builds, digital displays, demos, and private meeting spaces.</li><li>Drove strategic planning, KPIs, budgeting, goal setting, organizational structuring, and forecasting for the brand and creative function.</li><li>Managed global brand for all Marvell facilities, including signage, way-finding, and interior design guidance.</li><li>Continuously audited the brand to monitor reputation, perception, and improve messaging strategy.</li></ul>

NATERA  
San Carlos, CA

**SR. DIRECTOR OF CREATIVE, BRAND & CONTENT (PROMOTION) | March 2022 – July 2022**

**DIRECTOR OF CREATIVE, BRAND & CONTENT | November 2020 – March 2022**

- Directed and mentored in-house creative team of 8 full-time staff and 7 contractors; art directed 14 external agencies.
- Drove Natera's external global brand reputation across all customer touchpoints; launched new company website.
- Rebranded Natera's look/feel; updated brand guidelines, infographics, video, PPT templates, facility branding, and product packaging.
- Collaborated with product, sales, event, PR, and growth teams to develop campaign strategies across multiple BUs.
- Built and launched brand storytelling frameworks to simplify complex biotech and AI-driven products for healthcare audiences.
- Launched Natera's first consumer-facing eCommerce brand, including UI/UX design, Shopify setup, media planning, and paid campaigns.
- Built content team from scratch, creating message houses, story arcs, and written style guide(s) for streamlined copywriting.
- Deployed Bynder (asset management DAM) and Wrike (project management tool) to organize and track incoming project requests.
- Art directed ongoing video and photography efforts to enhance Natera's native brand imagery database.
- Drove strategic planning, KPIs, budgeting, and forecasting for creative and content teams.

AUTOMATION  
ANYWHERE  
San Jose, CA

**CREATIVE DIRECTOR | June 2019 – June 2020**

- Managed and grew in-house creative team of 7 full-time staff, including graphic design, motion graphics, PPT design, and video production.
- Art directed 5 external global design agencies and ongoing contractor support.
- Directed content strategy for growth/demand gen and social media campaigns, ensuring global brand consistency.
- Launched Automation Anywhere's flagship AI-driven product (Enterprise A2019) across 8 countries, shaping the product brand, naming, and go-to-market storytelling.
- Collaborated with product marketing, social media, PR, campaigns, web, partner marketing, and sales teams to develop creative strategies.
- Developed processes and systems to scale creative services offerings; Launched Wrike project management tool and creative request form.
- Analyzed brand health, market trends, consumer needs, and competitive landscape to grow the global brand and lead in the RPA industry.
- Drove strategic planning, budgeting, and forecasting for the creative content team; worked with the creative team to define objectives and achieve key results (OKRs) to track progress and meet quarterly goals.

MAPR  
TECHNOLOGIES  
Santa Clara, CA

**CREATIVE DIRECTOR | August 2017 – May 2019**

- Promoted to senior role to direct creative strategy for MapR's global brand, including messaging, sales enablement, and GTM strategy.
- Art directed MapR's content and creative team, including contract graphic designers, UX designers, copywriters, and global design agencies.
- Collaborated with digital, web, PR, sales, engineering, and product teams to boost brand awareness in the Big Data/Enterprise Software space.
- Conducted a comprehensive brand analysis, resulting in new brand positioning and a global activation plan.
- Deployed Monday.com project management system and request form; managed all design, video, and editorial content requests.
- Launched MapR's first brand guidelines document; developed standard for video, photography, and general-use templates.
- Built set of sales enablement tools, including Salesforce portal for case studies, white papers, product diagrams, and product launch resources.
- Assisted the corporate global events team in developing branded event and trade show collateral.

MAPR  
TECHNOLOGIES  
Santa Clara, CA

**FIELD MARKETING MANAGER, WEST | February 2017 – July 2017**

- Led a dual role: FM & Creative Direction; Managed a team of 3 contract graphic designers and copy editors.
- Grew leads by 50% across the western United States and Canada by assisting sales teams and channel partners with industry-specific pitches; designed and distributed new sales collateral, including advertisements, PowerPoint decks, and promotional materials.
- Collaborated with marketing and sales enablement teams to drive content strategy for quarterly sales cycles; participated in all QBRs.
- Partnered with product marketing to promote MapR products through innovative sponsorships, speaking engagements, and programs.
- Managed and tracked micro event planning, response rates, attendance, and pre/post communications.

**EDUCATION**

**BACHELOR OF ARTS, GRAPHIC DESIGN | Minor, Photography & Interior Design**

California State University, Sacramento • Graduated Spring 2006