



# talia bazos

## CREATIVE LEADER

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As a Designer & hands on Creative Director I have over 16 years of experience in creative ideation, shopper marketing, package, display, POS, digital, social and fully integrated promotions. I am overly passionate for next-level creativity which has driven my team and myself to deliver impactful, compelling, smart creative for clients. I am currently building campaigns and promotions for big name brands, designing organic social content, and creating stunning Amazon BTF and ATF to stop you in your scroll.

## SKILLS

Conceptual Ideation  
Strategic Driven Design  
Marketing  
Consumer Experience (CX)  
Brand Identity & Tool Kits  
Social & Web  
Print & Display  
Digital Shelf  
E-Commerce  
Photoshoot Management  
Packaging Design  
Storyboarding  
Video Direction  
Presentation Design  
Adobe Creative Cloud  
Google Docs  
MS Office  
Figma  
Problem-Solving  
Collaboration  
Communication  
Client Management  
Team Leadership  
Decision-Making  
Attention to Detail

## EDUCATION

Sacred Heart University,  
BS 2008, Graphic Design Major,  
Photography Minor

## INTERNSHIP

**Ryan Partnership**, Wilton CT  
Creative Design Intern,  
Sept 2006 - May 2008  
Heineken, Nestlé Waters, George  
Duboeuf Wines

## AGENCY & BRAND EXPERIENCE

### Kenvue/Eversana - Design Lead

Jan 2022 - Current

Began as a contractor Zarbee's, then leading Aveeno, Lubriderm and Clean & Clear

As part of Kenvue Content Studio, over 8,000 assets were delivered for 2024, allowing the team to significantly exceed in project income (\$6.7MM, 186% of full year goal) and cost savings (at least \$10.05MM, 267% of full year goal) while maintaining professional quality and unsurpassed speed of delivery (98.2% of creative tasks completed on time compared to goal of 90%).

As creative lead I spearhead the design and execution of digital assets for social media, e-commerce, digital shelf, email campaigns, web banners, and more across multiple brands. I create guidelines for social media influencers and photoshoots, with the goal of adhering to brand look at feel at all touchpoints.

I currently lead visual direction to ensure there is brand consistency and alignment with marketing strategies, collaborating closely with cross-functional teams including marketing and brand.

I manage, deliver and present multiple projects simultaneously, maintaining high-quality standards and meeting deadlines in a fast-paced environment.

### Freelance Designer

September 2019 - Current

RJWF, Outdoor Class, GreenCola, BIC Soleil, Oscar Mayer, Subway, & many more

Experienced in leading end-to-end campaigns and projects across internal brand design teams and marketing agencies. I specialize in managing cross-functional design and writing teams to deliver impactful, goal-oriented creative while fostering work-life balance and a positive team culture. With a strong focus on collaboration, I work closely with clients and brand teams to develop strategic solutions for each project. I excel at managing multiple projects simultaneously, prioritizing tasks, and meeting deadlines across various clients. Notably, as part of a larger team, I led Subway's eCRM and social accounts, saving the company \$2 billion in marketing costs. In 2021, I rebranded Oscar Mayer's PDPs and brand stores for 150+ SKUs within a two-month timeframe. I am skilled at adapting to diverse design styles and industry trends, delivering engaging work across eCommerce, digital/social, and print channels while maintaining strong client relationships throughout the project lifecycle.

### Epsilon Agency - Catapult (Agency aquired), Wilton CT

Oct 2017 - Sept 2019

Associate Creative Director

#### Continuation of Catapult Marketing (below)

Led the development and execution of high-impact creative concepts and campaigns, managing all aspects of the creative process from ideation to final delivery. Directed and produced 8+ photoshoots annually, ensuring the visual assets aligned with campaign goals and drove strong results. Mentored and developed a team of 6+ writers & designers, fostering a collaborative, results-oriented work environment that led to an increase in team productivity and creative output. Collaborated with cross-functional teams, including strategy and marketing to ensure seamless project execution, aligning creative output with business objectives. Spearheaded the brief development process, led concept sessions, and presented creative work to both clients and internal stakeholders, effectively articulating the strategic rationale behind design decisions and ensuring alignment with brand vision. Played a lead role in winning million dollar contracts with new clients such as Mikes Hard Lemonade, Pernod Wine and Liquors, Boston Market, Kellogg's and more.

### Catapult Marketing, Westport CT

Associate Creative Director

Jan 2016 - October 2017

Home Market Foods, Anheuser-Busch On-Premise & Small Format,  
Pernod Wine, Boston Market, Mars Foods, Kellogg's Snack Brands

Senior Art Director

May 2013 - December 2015

Kellogg's Snack Brands, Kellogg's Frozen Products

Successfully won new businesses (Kellogg's & Avon Breast Cancer Foundation) with larger team. Ran photoshoots top to bottom across major clients like Kellogg's and Perdue Chicken. Took on all print, promotional packaging, client presentations and web banner work across clients outlined above.

Mentored Jr Designers through campaign projects. Successfully presented ideation and execution to internal and external stakeholders.

Art Director

September 2010 - April 2013

Kellogg's, Special K, Avon Breast Cancer Foundation, Dannon, Perdue Chicken

Associate Art Director

June 2008 - September 2010

Mars Chocolate, Perdue Chicken, Reckitt Benckiser, Kellogg's Cereals & Snacks