

# Mabel Tsang

## CREATIVE DIRECTOR

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### Education

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**Fashion Institute of Technology**, New York, New York  
Bachelor of Fine Arts; Major: Advertising and Communications Design

### Employment History

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**Creative Director (Consultant)** | Remote **Aug 2022 - Present**

- Contract work for Clients: MacKenzie-Childs, Belvedere, Fever-Tree, Glenmorangie, Port 32 Marinas, and Pickle Genius.
- Served as a bridge between cross-functional channel leads and Executive Creative Director to ensure retail, online, and social ideations work across all platforms.
- Manage, edit and develop static and video marketing materials exclusively on Facebook, Instagram and Pinterest for seasonal product launches, collaborations and Influencer partnerships for organic and paid social advertising.
- Developed over 80+ pieces of social content for the annual MacKenzie-Childs Barn Sale; Resulted in top performing sales revenue in 2023 – reaching 280k+ Instagram followers.
- Designed visuals and video media for Amazon Landing Pages (PDP, A+, Storefront, Sponsored Brand Advertising Video) – handing over 60+ assets to generate brand awareness and sale of products across various clients in the sport and beverage industry.

**Associate Creative Director** | New York, New York **May 2013 - Aug 2022**  
*MME - Advertising Agency*

- Strategized and partnered directly with Agency Owner and Executive Creative Director on major 360 advertising initiatives for national campaigns.
- Managed online, print, TV and multi-platform regional and national campaigns for clients such as Palmer's Cocoa Butter, Nathan's Famous, Customatic Technologies and Victoria Sauce with key accounts worth \$80.4m annually.
- Annually designed and produced 10-20' booth designs for Palmer's Cocoa Butter at ESSENCE Festival in New Orleans, LA.
- Developed all Point-of-Sale & digital marketing materials for Nathan's Famous, including their annual Hot Dog Eating Contest in Coney Island, NY.

**Art Director** | New York, New York **June 2009 - May 2013**  
*Gotham, Inc.*

- Implemented conceptual design to final execution of regional and international campaign ideas; Provided on-set art direction for TV commercials and product photoshoots for Maybelline and Essie Nail Color.
- Created visually striking print campaign ads for Maybelline Eye Studio.
- Oversaw final output proofs for Mercedes-Benz Fashion Week. Designed out-of-home initiatives including subway domination, billboards, bus wraps, and newspaper ads.