

MABEL TSANG

ART/ CREATIVE DIRECTOR | www.mabeltsang.com | [LinkedIn](#)

Forest Hills, New York | 646-369-8128 | mabel.y.tong@gmail.com

Visionary leader and strategic thinker dedicated to crafting compelling narratives across diverse industries, including beauty, CPG, hospitality, and healthcare. Recognized for forging strong partnerships and driving growth for clients from startups to multimillion-dollar enterprises, with expertise in team leadership and operational optimization.

- Brand Strategy Development
- Design & Content Management
- Digital Marketing
- Organic & Paid Social Media
- User Interface (UI) Design
- Amazon E-Commerce Expertise

Employment History

Creative Consultant | Remote

Aug 2022 - Present

- Contract work for Clients: MacKenzie-Childs, Hennessy, Volcán, Belvedere, Fever-Tree, Glenmorangie, Port 32 Marinas, and Pickle Genius.
- Acted as a liaison between channel leads and the Executive Creative Director to ensure cohesive ideation across retail, online, and social platforms.
- Managed and developed organic and paid static and video ads for Facebook, Instagram, LinkedIn, and Pinterest for seasonal launches and influencer partnerships.
- Created social content for MacKenzie-Childs Barn Sale, achieving top sales and growing Instagram followers to over 280k in 2023.
- Directed on-set art and visual styling for photography and video productions, ensuring creative vision and brand consistency.
- Increased sales by 3X within the first 4 months of launching Pickle Genius on Amazon in 2024.

Associate Creative Director | New York, New York

May 2013 - Aug 2022

MME - Advertising Agency

- Collaborated with the Agency Owner and Executive Creative Director on major 360 advertising initiatives for national campaigns.
- Managed online, print, and TV campaigns for clients like Palmer's Cocoa Butter, Nathan's Famous, and Victoria Sauce, overseeing accounts worth \$80.4M annually.
- Served as Design Lead for Palmer's entire CPG personal care line.
- Designed and produced 10-20' booth displays for Palmer's Cocoa Butter at ESSENCE Festival in New Orleans.
- Developed Point-of-Sale and digital marketing materials for Nathan's Famous, including the annual Hot Dog Eating Contest in Coney Island.

Art Director | New York, New York

June 2009 - May 2013

Gotham, Inc.

- Led conceptual design to execution for regional and international campaigns, providing on-set art direction for Maybelline and Essie Nail Color commercials.
- Created impactful print and digital ads for Maybelline Eye Studio and engaging How-To tutorials.
- Oversaw beauty retouching and final proofs for Mercedes-Benz Fashion Week; designed out-of-home initiatives, including subway ads, billboards, bus wraps, and newspaper ads.

Skills

Adobe Creative Suite, Microsoft Office, Google Workspace, Box, Basecamp, Slack, Monday.com