

SUZANNE GARCÍA

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BRAND & CREATIVE MARKETING LEADER

Brand Architecture & GTM Strategy • Creative Operations Leadership • Digital Transformation & AI Integration

Creative brand and marketing executive with 20+ years of experience building high-impact brand identities and driving operational efficiency across healthcare retail, luxury, and consumer sectors. Known for taking brands from unclear or underdeveloped to strategically positioned and visually cohesive — architecting brand guidelines, defining audiences and personas, and building the in-house creative infrastructure to execute at scale. An early adopter and internal champion of generative AI in creative workflows, pioneering its integration to dramatically reduce production costs, multiply content output, and free creative teams to focus on higher-impact strategic work. Combines brand vision with commercial accountability, partnering with executive, finance, and merchandising leadership to connect campaign and pricing strategy directly to revenue, comp-sales, and customer acquisition growth.

Core Competencies: Brand Architecture & GTM Strategy • Campaign Strategy & Performance • Creative Operations Leadership • AI-Driven Content Scaling • In-House Studio & Production • Remote & Global Team Management • Leadership Development & Coaching • Pricing & Commercial Strategy • Budget Optimization • UX/UI & Digital Strategy • Bilingual: English / Spanish

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, XD) • Generative AI Tools (Midjourney, Runway, ChatGPT) • Asana • Adobe XD
IRIS e-commerce platform • TV & Video Production • UGC Content Production • MS Office • Bilingual: English / Spanish

EXPERIENCE

NOW OPTICS, Delray Beach, FL

2021 – Present

Retail eyewear leader operating 300+ locations nationwide across three brands: Stanton Optical, My Eyelab, and Physicians Eyecare.

Brand Director, June 2023 – Present

Lead brand, creative, and campaign strategy across a \$321M, 300+ location multi-brand retail eyewear portfolio, shaping content strategy across a \$41M national marketing budget and managing a 14-person remote creative team across the U.S., Nicaragua, and Colombia. Deliver transformational cost savings through AI integration, hybrid production models, and in-house capability building.

- Directed creative strategy for the Shaq Eyewear launch and luxury in-store partner campaigns (Gucci, Saint Laurent, Carrera), ensuring strict brand guideline adherence while driving customer awareness and retail sales across 300+ locations.
- Grew creative department 300% (3 → 12 members); 58% of team earned promotions, including 7 internal advancements — supported by new role creation (AI Artist, Creative Manager, Senior Social Media Specialist) and a deliberate evolution from execution team to full strategic marketing department.
- Transformed TV production model: scaled from 3 spots at \$400K to 12 spots at \$294K — a 4x increase in output with a 26% reduction in total spend, avoiding ~\$1.3M in production costs vs. traditional agency rates.
- Pioneered AI integration across creative workflows, reducing animation production costs by 92% (\$360K → \$30K for 12 animations) and scaling e-commerce photography from 50 images at \$1,200/image to 3,000 images at \$11.67/image — a 99% cost reduction and 5,900% increase in content output.

- Directed UX/UI redesign of the corporate website aligned to the new IRIS e-commerce platform, improving the digital customer journey and brand consistency across all retail touchpoints.
- Developed “Smart. Simple. Stanton.” a customer-centric brand platform built on three data-backed personas; the prior campaign’s flagship execution, “Wrong Dog,” drove ~62% of Q1 digital appointments and coincided with sales swinging from -4% to +24% YoY in one month.
- Partner with CMO, Finance, and Merchandising leadership on commercial strategy, including a new omni-channel pricing structure (2026) and an Acuvue-exclusive contact lens partnership that became the top email campaign two straight months and grew Acuvue to 45.9% of e-commerce contact lens units.
- Own market-specific campaign strategy across 300+ stores in 33 states, including a localized Spanglish billboard, direct mail, and digital campaign for Miami’s brand conversion, plus DMA-tailored TV, YouTube, and radio creative in Indianapolis. Ran localized radio campaigns in the Texas market, including Yuma, Dallas, and El Paso.
- **2026 Support Center Founder’s Award** — First award of its kind in company history; selected by the Leadership Team for outstanding leadership, team development, and delivering exceptional 2025 results.

Head of Creative, May 2021 – June 2023

Built the brand infrastructure, creative team, and operational systems from the ground up for a rapidly scaling multi-brand retail company — establishing the foundation that enabled consistent, high-quality marketing output at speed.

- Architected brand identity for all three brands (Stanton Optical, My Eyelab, Physicians Eyecare) — developing brand guidelines, audience personas, and visual systems that unified the customer experience across all touchpoints.
- Established the company’s first in-house photo/video studio, enabling rapid, scalable asset production and significantly reducing reliance on external vendors.
- Implemented Asana and redesigned approval workflows, reducing revision cycles and accelerating speed-to-market across all campaign deliverables.
- Led collaborative redesign of brand homepages using Adobe XD to optimize site navigation, improve UX, and drive stronger digital conversion.
- Built the business case behind the 2023 consolidation of 160 My Eyelab stores into Stanton Optical, vaulting the brand from the industry’s 10th- to 6th-largest optical retailer and contributing to 26% combined-company revenue growth (\$254.7M → \$321M).
- **2025 Empowerment ICARE Values Award | 2022 ICARE Value MVP Award** — Recognized for cultural leadership and organizational impact.

SILVERSEA CRUISES, Miami, FL

2019 – 2020

Freelance Senior Graphic Designer, March 2019 – March 2020

Maintained ultra-luxury brand standards for expedition and voyage marketing materials; streamlined production workflows to improve consistency and output speed.

REDLINE MEDIA GROUP, Dania Beach, FL

2017 – 2019

Art Director, Nov 2017 – March 2019

Co-led a team of 20 designers on the global rebrand of Hard Rock Café; directed concept creation for Hard Rock International hotel RFPs, delivering winning pitches under tight deadlines.

CRYSTAL CRUISES, Miami, FL

2015 – 2017

Lead Senior Graphic Designer, April 2015 – Nov 2017

Co-led the creative team in revamping the full visual identity for a top-tier luxury cruise line, establishing new brand standards across print, digital, and experiential marketing materials.

Additional Experience: On-Site Graphic Designer, Brandmuscle (2013–2015) • Director, Creative & Pre-Press, Impress Quality Printing (1993–2011)

EDUCATION & TRAINING

Master of Arts, Public Relations

Sacred Heart University

Bachelor of Arts, Fine Arts

Syracuse University

AI in Marketing Certificate