

# CRISTINA BOZAS

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CHIEF CREATIVE OFFICER • MANAGING PARTNER • ENTREPRENEUR

I am a highly experienced Creative Director with a versatile skillset that spans multiple industries, including Entertainment, Direct Response, Telecom, and B2C/B2B. With over 18 years of experience in strategic marketing and communication, I possess a broad perspective that enables me to bring value to any project. My hands-on approach allows me to manage client relationships, oversee multiple campaigns, and guide creative teams to deliver exceptional results. I have a proven track record of tying client goals to impactful creative concepts while ensuring the highest level of quality for every project. My expertise in creating holistic campaigns with 360 executions across various channels, such as broadcast, digital, and social media, can ensure high-level, consistent content creation in a fast-paced environment with quick turn-around time. I have successfully led initiatives in B2B, B2C, Direct Response, Health & Wellness, SaaS, Entertainment, Social Media, Consumer Goods, Multicultural, Tech, and other industries. Additionally, as a fully bilingual creative leader, I can effectively communicate with English and Spanish-speaking audiences. With a proven track record of developing and implementing effective marketing strategies that increase revenue and enhance brand visibility, I am a sophisticated and enthusiastic team player ready to take on new challenges in the legal marketing space.

## RECENT EXPERIENCE

### Managing Partner/Chief Creative Officer

#### Saturno Design

Boston, MA & Portland, OR

2016 - Present

Experienced Creative Director and Managing Partner with a proven track record of success in developing and executing marketing and brand strategies across global, national, and regional law firms. As a self-directed Creative Director, I have experience defining work based on short and long-term department goals to ensure that creative strategies meet business objectives

- Developed and executed a comprehensive brand strategy that revitalized Saturno's 18-year-old brand image, resulting in a **20% increase in billings**
- Led, managed and mentor a multi-disciplinary creative team, including copywriters, digital creatives, art directors, front-end developers, and other professionals, in two different time zones, expanding the company's strategic, creative, and branding capabilities
- Led and oversaw the entire rebranding and website redesign initiative for multiple AMLAW 500 Legal Firms, resulting in the development of **award-winning sites**.
- Successfully implemented an innovative and user-friendly design approach that enhanced the overall user experience for clients and increased engagement
- Guided all digital design projects and ensured overall quality of work produced by the creative team
- Translates business objectives into clear creative strategies and communicates them to clients and internal team
- Led UX design, producing rapid low-fi or/and high-fi wireframes and prototypes, and collaborated with technology and development teams to implement design solutions
- Oversaw a high volume of design projects and ensured timely delivery and high-quality execution
- Skilled in evaluating processes and identifying areas of improvement for overall work objectives
- Continuously evaluated trends, data assessment, and creative techniques to keep project's brand vision active and evolving
- Conducted regular meetings with company leadership to report status on all digital marketing-related activities and their performance in relation to overall company goals
- Continuously develops and inspires colleagues to innovate and harness new ways of thinking
- Built and sustained relationships across functions and levels in the organization
- Played an instrumental role in expanding the company into new categories such as entertainment, economic consulting firms, and more
- Served as part of the agency's management committee and new business team

**Primary clients included** K&L Gates, Barclay Damon, Katten, Porzio, Bromberg & Newman, Hush Backwell, Holland & Hart, Ford Harrison, Gray Reed, Wheeler Trigg O'Donnell, Shipman & Goodwin, Silverspot, Vega Economics, and others

### Co-Founder/Principal/Chief Creative Officer

#### Pólvora Advertising

Boston, MA, Miami, FL & Los Angeles, CA

2011 - Present

As Chief Creative Officer, I spearheaded all marketing initiatives across three offices, skillfully developing brand messaging, implementing impactful email marketing campaigns, and strategically building a robust social media presence. My ability to build effective vendor partnerships and provide creative direction was instrumental in promoting the agency and achieving significant revenue growth through acquisition of new clients.

- Successfully conceptualized and executed marketing campaigns that drove growth and ensured a diverse community
- Championed collaborative planning meetings to roll up best practices that benefited both customers and brand goals
- **Managed a \$1+ million department budget** with responsibility for brand messaging, email marketing campaigns, social media presence, and vendor partnerships promoted the agency and increased revenue by acquiring new clients
- Created a highly successful Social Impact initiative as a recruitment campaign that provided financial support to Latina entrepreneurs to obtain their real estate license and become part of Century 21. **The campaign exceeded goals by 50% year after year**
- Managed website redesign and digital ecosystem, leading the creative and direct response campaigns for LifeStyle Lift, which resulted in a **revenue increase from 10% to 40%**
- Partnered closely with channel marketing, content, and advertising teams to develop creative assets and activations that drive awareness, engagement, and high-quality, tangible sales leads

- Developed and managed local/grassroots initiatives for Tufts Health Plan, Blue Bunny, Partnership for a Healthier America, MetroPCS, among others
- Acted as the go-to-expert on all digital acquisition channels, including Paid search, Paid social (e.g. Facebook, LinkedIn, Twitter, Reddit, etc.), Display (programmatic), website, and video platforms
- Established timelines and budgets, driving creative projects from concept to completion, including photoshoots and content development
- **Launched over 10 brands**, including Blue Bunny, Compare.com, and Vonage, among others, into the U.S. Hispanic market
- Developed the first social media campaign for Showtime Networks specifically tailored for the bilingual U.S. Hispanic market
- Led the development of strategic marketing campaign plans in collaboration with marketing, sales, and leadership stakeholders
- Oversaw the execution of marketing plans and campaigns from concept to analysis and ongoing optimization
- Ensured full KPI and goal attainment for all campaigns
- Proven ability to creatively lead new business pitches and articulate a compelling story

**Primary clients included** Primark, Tufts Health Plan, Florida Blue, Disney Baby, Compare.com, Century 21, Partnership for a Healthier America, Blue Bunny, Conair, MetroPCS, Sweet Freedom, Vonage, Showtime Networks, Farmland, Papa John's, Las Palmas, Fresh & Easy, American Red Cross, City Year, Boston Children's Hospital, Lifestyle Lift, and Bloomberg.

## Creative Director

### The Group Advanced Marketing and Advertising

Miami, FL

2004 - 2011

- Conceptualize and provide art and creative direction for print, audiovisual, digital, and alternative media, while overseeing execution of the creative team's work as well as projects' implementation, production, and post-production
- Collaborate with media and account management teams to develop creative strategies that align with clients' marketing goals
- Develop and manage budgets for each creative project, ensuring cost-effectiveness and timely delivery
- Mentor, train, interview creative new hires and evaluate performance, driving continuous improvement across the team
- Provide creative guidance, leadership, and support to creative team, building a culture of innovation and excellence
- Lead creative work on new business pitches, securing several high-profile clients, including Sección Amarilla, Sonic, Zumba, Sedano's Supermarket, among others

**Primary clients included** Sección Amarilla, Sonic, Kellogg's, Zumba, Sedano's Supermarket, TeleRevista Magazine, Sailboat Realty, Vindemia, Pure Citrus, Easy Underwriter, Sailboat Cove

## AWARDS AND RECOGNITIONS

### 2022 - Vega Digital Awards

Website/Law & Legal Services Design of the Year Centauri award

### 2022 - MUSE Creative Awards

Website/Law & Legal Services Design of the Year Silver award

### 2020 - W3 Award

Silver General Website Categories Law and Legal Services

### 2019 - W3 Award

Gold General Website Categories Law and Legal Services

### 2017 - Stevie Award

Silver for Website of the Year

### 2015 - 40 Under 40 Honoree

Direct Marketing News

### 2012 - 40 Under 40 Honoree

Boston Business Journal

### 2012 - Emerging Leader

Boston Business Journal

### 2012 - Maven Award

Best Multicultural Campaign

### 2011 & 2012 - Aster Award

Excellence in Medical Marketing

### 2009 - Top Digital Media Professional of the Year

Portada Magazine

### 2008 - NAMIC EMMA Award

Excellence in Multicultural Marketing

### 2006 - Florida Print Award

Best of Category

## SKILLS

Fully Bilingual – English and Spanish  
 Creative and Social Media Strategy  
 UI/UX Design  
 Brand Architecture and 360° Advertising  
 Meticulous attention to detail

Adobe Creative Cloud Suite/ Microsoft Office / Asana / Figma  
 Self-motivated and capable of working in a fast-paced startup environment  
 Strong communication, management, leadership, and analytical skills

## EDUCATION

**Graphic Design / 1999-2000** - Broward Community College, Ft. Lauderdale, FL

**Graphic Design / 1996-1998** - Instituto de Diseño de Caracas, Caracas, Venezuela

## BOARDS

**Boston Children's Hospital Trust / Milagros para Niños Council - 2017 Council Chair** - Council Member and Gala Co-Chair from 2012 to 2019

**A.L.A.S. (A Latina American Success)** - Co-Founder and Board Member since 2010