

## Cecilia (Cece) Zalazar (She/Her)

VP of Creative | Visionary, entrepreneurial creative executive  
focused on delivering growth for brands in Fashion, Luxury and Retail



*cecilia Zalazar*

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Cecilia, a visionary creative executive with more than 20+ years of branding experience and leadership of highly-performing creative teams.

Born in LA. Raised in South America and Europe. An innate creative, Cecilia started her first fashion line during college. After graduating with a bachelors in graphic design and postgraduate certificate in marketing, she went to work at agencies for multinationals such as Coca-Cola Co., Unilever, Nabisco and later led the corporate creative department of the German premium beer, Warsteiner.

In the early 2000s, she was a key player in the agency creative side of Miami's luxury real estate boom launching St. Regis Residences, Ritz Carlton Residences, Epic, Viceroy and Trump Hollywood. Capitalizing on her CPG experience, Cecilia simultaneously led the Packaging Division successfully launching new products for multinational accounts as Unilever, AmBev and various companies in the wine and spirits sector.

Since then, Cecilia has worked in the Apparel and Fashion industry leading the creative team at Perry Ellis International and currently as the Vice President of Creative at Bluestem Brands. Her unique creative insight, brand vision, efficient management and visionary leadership style have transformed corporate creative departments into full in-house agencies capable of growing brands exponentially and creating award-winning campaigns, including 5 Addy Awards

### VP of Creative / Executive Creative Director Bluestem Brands 09/2015 to Present - NY

Leadership of the Creative Department, a 50+ multi-professional team of designers, copywriters, producers and in-house photo studio + crew. Digital Ecom creative, 180 print catalogs + mailers, 26 location photo shoots / 170 shooting days per year, video art direction and production.

- Transitioned Print to Digital from a 80/20 ratio to 50/50 in two years, rebranding website, HP, LP, PDP, emails and social media
- Rebranding: Developed the brand DNA, Design, Voice, Photography and Video for BLAIR, Scandia Woods, Bedford Fair, Old Pueblo Traders
- Optimized the Creative Department by restructuring the team, introducing agency mindset and a mentoring leadership style.
- Streamlined creative and production processes and implemented a software based digital routing and proofing system
- Increased annual shooting a 40% adding video and ecom photography while generating budget savings of 1M YoY
- Implemented talent castings and portfolio reviews to refresh talent in a dynamic business environment

### Senior Creative Director Bluestem Brands 10/2013 to 09/2015 - NY

Leadership of the Creative Department, a 30+ multi-professional team of designers, copywriters, producers and in-house photo studio + crew. 120 print catalogs + mailers, 20 location photo shoots / 150 shooting days per year

- Rebranding and repositioning of the Bedford Fair and Old Pueblo Traders brands resulting in a 20% increment in sales
- Introduced the use of brainstorming and concept boarding for photo shoots, creative process and industry standards for photography
- Established a mentoring leadership style encouraging higher conceptual creative, self-empowerment, teamwork and accountability

### Chief Creative Director Perry Ellis International 04/2012 to 10/2013 - Miami

Leadership of the Creative Department, a 25+ multi-professional team of designers, copywriters and in-house photo studio + crew. Budget 8M

- Transformed the in-house department in a creative agency capable of delivering brand growth results and award winning campaigns
- Directed digital and print creative for full portfolio of brands: Luxury and Neo: Perry Ellis, Pierre Cardin, Tricots St. Raphael, Axis, Original Penguin, John Henry, Manhattan, Axist, Savane, Tricots St. Raphael, Mondo di Marco, Swim: Nike, Jantzen, Jag, Womenswear: Rafaella, Golf: Callaway, Grand Slam, PGA Tour, Ben Hogan, Latin: Cubavera, Havanera Co., Centro, Chispa.
- Optimized the Creative Department by restructuring the team, introducing an agency mindset and a mentoring leadership style
- Won 5 ADDY Awards for 360 campaigns: Jantzen "Swimming in It", Rafaella "It Fits!", Axist "Reasons to Axist", and PEI Annual Report and the social media campaign for PERY NASDAQ 20th Anniversary and various industry awards (HOW, LACP, ARC, PR)
- For the very first time, the Creative Department won the 2013 Department of the Year Award at Perry Ellis International

### Creative Director Perry Ellis International 08/2007 to 10/2013 - Miami

Creative Direction of Luxury, Neo, Golf, Latin Brands and Womenswear. Budget 5M

- Launched Pierre Cardin to the US market: branding, concepting, direction of photo shoot, packaging, collateral, POP.
- Repositioned the Axist label as a modern aspirational brand. Award winning campaign "Reasons to Axist" starring actor Gilles Marini
- Rebranded and relaunched Rafaella sportswear in ecom and retail. Award winning campaign "it fits your lifestyle"
- Rebranded and repositioned the Cubavera brand as an updated / trendy leader in Latin apparel.
- Won the Grand Slam logo contest. Logo which became a Perry Ellis trademark
- Directed creative for brands: Luxury and Neo: Perry Ellis, Pierre Cardin, Tricots St. Raphael, Axis, John Henry, Manhattan, Axist, Savane, Tricots St. Raphael, Swim: Nike, Jantzen, Womenswear: Rafaella, Golf: Callaway, Grand Slam, PGA Tour, Latin: Cubavera, Havanera Co.
- Won the 2011 Outstanding Achievement Award at Perry Ellis International in recognition for high performance & remarkable commitment

**Cecilia (Cece) Zalazar**

Women in Leadership Advocate | Next Generation Technology | Sustainability



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**Associate Creative Director Conway+Partners** 01/2006- 08/2007- Miami / NYC

Creative Direction for Luxury Real Estate and Hospitality accounts. Budget 5M

- Branding and creative for luxury accounts such as St. Regis Residences, Ritz Carlton Residences, Trump, Icon, Viceroy and W hotels
- Launched high-end residential and hospitality projects in South Florida and the Caribbean: Trump Hollywood, The Ritz-Carlton Club and Residences South Beach, Epic, Viceroy, St. Regis Residences Puerto Rico and St. Regis Residences Costa Rica.
- Branding projects: American Signature Furniture and Dolce Vita.

**Vice President of Packaging Conway+Partners** 04/2006- 08/2007- Miami / NYC

Creative Direction and Account Management for CPG multinationals: Unilever, AmBev, Guaraná, Vodka Herb and various wine and spirits.

**Senior Art Director Perry Ellis International** 10/2004 to 04/2006 - Miami

Art direction, branding, packaging and POP for brands: Jantzen, Nike, Original Penguin, Grand Slam, Tricot St. Raphael, Pga Tour.

**Senior Art Director Rabinovici & Associates** 2001 to 10/2004 - Miami

Art direction, branding, packaging and POP for Unilever, Kodak, Badia

**Marketing Design Manager Isenbeck - SABMiller** 1999 to 2001

Creative management, branding and art direction for German premium beers Warsteiner and Isenbeck.

TV commercials, advertising campaigns, website, packaging and POP

**Art Director Visual Express** 1995 to 1999

Branding, art direction, packaging and POP for CPG multinationals such as The Coca Cola Co., Unilever, Nabisco

**JUROR**

**LeBook Connections** - 2016 / 2020 - Chicago, NYC, Los Angeles and Europe

**PUBLIC SPEAKING**

**2017 LATAM Design Conference** - Guest Speaker, topic "Women and Creative Leadership" - Miami

**AWARDS**

**2014 ADDY Awards**

**GOLD** Social Media Campaign for PERY NASDAQ 20th Anniversary

**GOLD** Collateral for the PEI 2013 Annual Report

**SILVER** Integrated Campaign for Jantzen "Swimming in It"

**SILVER** Integrated Campaign for Rafaella "It Fits!"

**2013 ADDY Awards**

**GOLD** Integrated Campaign for Axist "Reasons to Axist"

**2013 HOW Design Magazine** Merit Award: Jantzen "Swimming in It" campaign featured in the January 2014 issue

**2013 VISION Award** Perry Ellis Int'l Annual Report by the LACP, League of American Communications Professionals

**2013 GOLD** 27th International ARC Award

**2013 PLATINUM** PR Award

**EDUCATION**

**UB - Universidad de Belgrano** 2000-2001

Marketing - Post Graduate Certification

**UB - Universidad de Belgrano** 1990-1995

Bachelors in Graphic Design - Honors Diploma

**Languages** English and Spanish

**Software** Adobe Creative Suite, Illustrator, InDesign, Photoshop and Microsoft

**Interests and Causes**

Women in Leadership Advocate | Design, Fashion, Innovation | Next Generation Technology | Sustainability