

# TIA (LETICIA) MARSEILLE

LEVERAGING STRATEGY AND CREATIVE INSIGHTS TO TRANSFORM BRANDS AND PROPEL GROWTH

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Dynamic **Strategist, Creative Leader and Brand Champion**, with extensive success leading brand strategy and digital transformation for Fortune 50 companies. Motivational leader, speaker, and mentor, skilled at building effective cross-functional teams and capturing critical market share within highly competitive environments. Recognized for developing and executing comprehensive marketing strategies that expand brand reach, relevance and distinction. Trusted advisor to executives and skilled at building internal and external collaboration to achieve organizational goals and drive business growth. Adept at leveraging data-driven insights to inform decision-making and optimize marketing ROI. A highly effective brand steward, known for maintaining integrity and excellence in all dealings. Noted for:

- **Revenue Growth:** Directed high-level brand strategy and compliance at EY, contributing to \$40B global revenue in 2021 and achieving 15% YOY growth in consulting services. Advised executives on strategic initiatives, including the launch of the EY Cloud Enablement Center in Phoenix, which created 400 new jobs.
- **Product Launch & Market Adoption:** Unified branding for new Allscripts product/service lines, driving \$8M+ in Year One implementation sales and \$3M+ in annual product subscriptions. Led cross-functional teams in product development and strategic marketing to enhance product relevance and differentiation in the healthcare market.
- **Operational Efficiency:** Managed the RFP process and vendor selection for State Farm's digital brand site, achieving a 3x YOY traffic increase, 2x asset downloads and \$300K savings in one year. Refreshed the brand's image and market presence through effective project management and digital transformation.
- **Team Leadership:** Launched and supervised a creative studio at Microsoft, leading a team of 15 and managing \$15M+ project budgets. Achieved significant YOY growth for Microsoft 365, with a 15% revenue increase and 29% user growth in 2019, through effective brand and marketing strategies. Fostered a collaborative and inclusive culture, mentoring team members and guiding strategic vision to achieve desired business outcomes.

## Skills That Blend Data-Driven Insights and Creative Excellence

Strategic Vision	Strategic Marketing	Stakeholder Collaboration
Brand Strategy	Market Analysis	Vendor Management
Creative Direction	Project Management	Advertising Campaigns
Brand Stewardship	Product Development	Media Relations
Digital Transformation	User Experience Design	Program Management
ROI Optimization	Competitive Benchmarking	Customer Engagement
Budget Oversight	Communication Strategy	Team Development

## Combining Strategic Vision and Creative Leadership to Drive Brand Success and Market Growth

### CONSULTANT

#### Marketing, Branding & Creative

2020 – Present

Private consultancy practice supporting clients in industries including tech, med/tech, banking, education, nonprofit, communications and travel/tourism. Providing expertise in creative direction, brand management, strategic marketing and media relations. Clients include EY (Ernst & Young), The Girl Scouts of the United States of America (GSUSA), Unified Communications, Galveston Island Tourism and The Benevolent and Protective Order of Elks.

**EY (Ernst & Young):** Directed high-level brand strategy and compliance, contributing to \$40B global revenue in 2021 and 15% YOY growth in consulting service lines. Owned \$20k launch event of EY Cloud Enablement Center in Phoenix, which created 400 new jobs.

**Girl Scouts USA:** Developed and implemented a new marketing strategy, reducing per-event costs by 34%, increasing total events by 14% and delivering a 31% increase in event profits. Negotiated an 11% savings in paid media over 18 months.

**Unified Communications:** Redefined corporate brand strategy, resulting in signing 3 new device partners, increased revenue from major companies like American Airlines, and driving a 12% increase in client satisfaction and confidence. Reorganized and mentored the internal Marketing Team.

**Galveston Island Tourism:** Served as on-camera spokesperson and charity event host, promoting tourism and economic development. Raised \$15K in donations, volunteered 600+ hours, and managed media coverage for live events.

**The Elks:** Managed event design budget, owned theme and creative planning for “Stampede” fundraising event, contributed to successful event which raised \$10K+ to support charitable efforts, including special-needs children’s camps, scholarships, drug awareness efforts and veterans support programs.

## **MICROSOFT, Redmond, WA**

Director, Strategy & Creative

2017 – 2020

*Launched and supervised a creative studio of 15, providing market strategy, creative direction, product design and app branding in support of Office 365 and Modern Life consumer products. Owned high-level strategic vision, mentored team members, served in executive advisory capacity and fostered a collaborative and inclusive culture.*

- Achieved significant YOY growth for M365, with 15% revenue increase and 29% user growth in 2019, and 13% revenue increase and 24% user growth in 2020, through effective brand and marketing strategies.
- Managed \$15M+ project budgets, including scope definition and reporting, ensuring alignment with strategic vision and efficient resource utilization. Led multi-disciplinary project teams and strategies to drive successful outcomes.
- Directed new product brand strategy, hierarchy and positioning, including product naming, competitor benchmarking and user research. Developed comprehensive marketing strategies, detailed audience targets and managed vendor relationships to enhance brand impact.
- Owned the development of M365 and new Consumer tech products, including concept development, audience targeting, user flows and visual branding. Collaborated closely with technical (dev) teams on features/functionality and refinement cycles, delivered seamless integration and maintained high-quality user experiences.

## **Product Marketing Manager**

2017

*Owned the initial Cortana brand strategy, media awareness, and partner marketing. Directed photo and video shoots, promotional script writing and sizzle reel creation for Cortana.*

- Developed and maintained a cohesive brand image through high-quality visual and written content.
- Managed partner relationships with companies such as Harman Kardon, Philips, Nissan and BMW. Coordinated efforts to ensure consistent brand messaging and successful collaborations.
- Collaborated with leaders, SMEs, partners and tech teams to steer Cortana’s brand perception and eventual evolution into the predecessor for Copilot.

## **STATE FARM, Bloomington, IL**

Global Brand Lead

2013 – 2017

*Conducted critical analysis of this legacy Fortune 50 brand, identified key consumer targets, and developed strategies to refresh the brand’s overall perception and engage new customers/markets. Implemented competitor benchmarking processes, defined product/app naming systems and directed digital branding and brand strategy across all properties globally.*

- Spearheaded the innovation of an updated brand persona and shaped global cross-channel implementation. Served as a resource for internal teams and external vendors to ensure brand consistency and quality.
- Reclaimed 11.6% lost YOY premiums within six months of updated brand campaign launch.
- Led the vendor RFP process for a digital brand site and developed new brand resources, including photography, logos, fonts, colors, nomenclature, copy, templates and a brand review tool. Launched the site globally, as a resource for the entire company and external vendors.
- New brand site increased YOY traffic by 3x, 2x asset downloads and yielded \$300K savings in stock photo purchases within one year. Reduced time-to-market of brand materials from weeks to days, significantly improving operational efficiency and responsiveness to market needs.

## **ALLSCRIPTS, Chicago, IL**

Director, Marketing & Events

2012 – 2013

*Unified disparate company and product branding, launching major healthcare technology products. Developed comprehensive marketing strategies to drive industry awareness and product adoption.*

- Achieved \$8M+ in Year One product line implementation sales and \$3M+ in annual product subscriptions through strategic marketing initiatives and effective client support communications.

- Directed corporate brand/product/service positioning, ensuring consistent messaging and high visibility in the healthcare technology market. Led media coverage efforts to enhance brand reputation and market presence.

### **GREATER ILLINOIS CHAMBER OF COMMERCE, Springfield, IL**

Chief Communications Officer

2010 – 2012

*Directed internal and external communications for The Chamber and its Board of Directors. Developed and implemented communication strategies to enhance member engagement and community outreach.*

- Grew total Chamber members by 10% in one year through targeted marketing campaigns and effective communication efforts. Increased visibility and value proposition for members.
- Raised \$250K in donations for the Economic Growth Initiative, exceeding the campaign goal by \$50,000. Developed and executed a marketing campaign that effectively communicated the initiative's impact and benefits.

### **MEMORIAL HEALTH SYSTEM, Springfield, IL**

Marketing Director

2007 – 2010

*Managed overall brand, projects, department and external vendors for a multi-facility health system. Developed and executed strategic marketing plans to enhance brand identity and patient engagement.*

- Achieved significant increases in patient volumes for various service lines, including a 79% increase in Bariatric Surgery and a 113.7% increase in Same-Day Surgery within one year.
- Improved visitor satisfaction scores for Wayfinding ease-of-use by 44% in one year through effective branding and facility design initiatives. Enhanced overall patient and visitor experience.

### **THE WALT DISNEY COMPANY, Orlando, FL**

Art Director

2005 – 2007

*Produced and directed creative work for themed attractions, resorts, cruise ships, feature films, merchandise and communications. Served as concept lead, pitched to project owners and worked directly with engineers to bring experiences to life. Owned brand consistency efforts for projects targeted to both Cast Member and Guest audiences.*

- Developed new themed attraction concepts, including Expedition Everest (\$100M), Tortuga's Pirate Restaurant, Cinderella Castle Suite, and the Mediterranean Cruise Line. Created concepts, pitched work and collaborated with engineering teams to create new and engaging Guest experiences.
- Directed Cast Member communications and Guest event promotions, including bi-weekly newsletters (100,000 distribution in 3 languages), commemorative posters, collateral and merchandise, promoting film launches like *Ratatouille* (2007) and featuring events like *Year of a Million Dreams* (2007).

### **HIGHER ADVERTISING, Orlando, FL**

Creative Director

2004 – 2005

*Developed and directed advertising campaigns for clients in various industries, including financial, real estate, insurance, higher education, healthcare, travel/tourism and recreational marine. Managed budgets of \$12M+, ensured timelines and supervised teams, vendors and partners.*

- Created comprehensive marketing plans, executed media buys, conducted deep-dive brand and audience analyses, steered brand perception and aligned strategies to support clients' business objectives and exceed their expectations. Delivered average of 5-15% YOY client business growth in first year.
- Presented creative concepts and marketing plans to clients, measured and reported on post-campaign results. Built strong client relationships and delivered impactful marketing solutions.
- Managed corporate identity elements, including websites, social media, merchandise catalogs, sales kit and print collateral. Planned, cast, scripted and directed photo and video shoots. Ensured cohesive brand messaging across all platforms and media.

### **Additional Accomplishments**

**Professional Gallery Artist:** Represented by Dean Day Gallery, Houston. Known for large-scale oils in "organic abstraction." Notable work "Nuit Lumineuse" raised \$5K for charity. Member of Outdoor Painters Society.

**Author/Illustrator:** Completed the first novel in YA fantasy trilogy, "The Briar Path," currently under publisher review. Author and illustrator of children's book series "Little Skinny Kinny," currently under agency review.