

Leticia Marseille

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SENIOR LEADER | INTERPRETATION | VISITOR EXPERIENCE | TEAMBUILDING | STRATEGIC ADMINISTRATION

Senior leader with over 15 years of experience directing large-scale public engagement initiatives, exhibitions, experiential environments, interdisciplinary educational programming, visitor services, and organizational strategy across cultural, historical, entertainment, healthcare, tech, nonprofit, and public-facing institutions.

Extensive background in interpretive planning, exhibition development, audience targeting and engagement, strategic administration, budgeting, fundraising, metrics and reporting, people management, mentoring, and cross-site collaboration. Proven ability to translate complex subject matter into accessible and impactful experiences that inspire brand loyalty, creativity, learning, stewardship, and community connection.

Experienced member of executive leadership teams responsible for strategic planning, financial oversight, staff development, and program evaluation. Recognized for building high-performing teams, managing multi-million-dollar budgets, and delivering memorable, mission-driven experiences for diverse audiences.

CORE COMPETENCIES

- Exhibition Planning & Experiential Design
- Creative Design, Direction & Implementation
- Museum and Gallery Exhibition & Curation
- Visitor Services & Audience Engagement
- Educational Program Development
- Interpretive Planning & Strategy
- Interdisciplinary Content Development
- Strategic Planning & Implementation
- Internal & External Communications
- Community Development & Public Programming
- Budget Administration & Financial Oversight
- Grant Support & Resource Management
- People Management & Staff Development
- Cross-Site Collaboration & Operations Support
- Community Outreach & Partnerships
- Public Affairs & Issue Management
- Media Relations & On-Camera Spokesperson
- Performance Metrics & Program Evaluation

WORK EXPERIENCE

Director of Marketing & Engagement

AMERAPEX

Houston, TX, 2025 – present

Executive leader overseeing strategic engagement initiatives, interdisciplinary programming, marketing operations, and performance evaluation across multi-region portfolios.

Key Achievements:

- Develop value propositions and technical storytelling, drive customer engagement and retention.
- Direct strategic planning, program development, promotional activities, and implementation initiatives.
- Oversee departmental budgets, financial reporting, and resource allocation.
- Manage cross-functional teams and external partners.
- Develop storytelling frameworks supporting audience engagement and education.

Director, Strategy & Creative

MICROSOFT

Redmond, WA, 2017 – 2022

Senior leader responsible for immersive consumer programs supporting retail, philanthropy, and experiential learning. Interdisciplinary interpretation, translating complex technology and research into accessible products and experiences for global audiences.

- Directed large-scale digital experiences addressing user needs and supporting educational showcases and engagement initiatives.
- Developed interpretive frameworks integrating research, innovation, and consumer education.
- Managed multi-million-dollar program budgets and detailed financial reporting.
- Led cross-functional teams of designers, researchers, educators, and operations professionals.
- Established performance metrics to evaluate visitor engagement and program effectiveness.
- Partnered with senior leadership on strategic planning and execution.

Key Achievements:

- Delivered immersive programs, reaching millions of users worldwide.
- Managed \$15M+ in budgets with full fiscal accountability.
- Implemented planning systems improving efficiency and program outcomes.
- Drove sustained growth in user engagement and brand loyalty.
- Built and trained net-new internal studio team.

Product Marketing Manager

MICROSOFT

Redmond, WA, 2017

Led brand-based informative storytelling, partner engagement initiatives, and public-facing content development supporting technology interpretation.

Key Achievements:

- Developed interpretive narratives and educational materials for consumer audiences.
- Managed cross-partner collaborations and program execution.
- Directed multimedia content production supporting learning initiatives.

Marketing, Branding & Creative

PRIVATE CONSULTANCY, 2022 – 2025

Provided strategic planning, brand development, public engagement, event execution, fundraising, media relations, and communications support to enterprise and nonprofit organizations.

Key Achievements:

- Girl Scouts USA: Reduced event costs by 34%, increased event volume by 14%, and grew profits by 31%.
- Field Trip: Created brand strategy for education company and developed digital early education products.
- Galveston Island Tourism: Served as on-camera spokesperson, raising \$15K for charity.

Global Brand Lead

STATE FARM

Bloomington, IL, 2013 – 2017

Led enterprise-wide consumer engagement initiatives, interpretive storytelling, educational platforms, and experiential programs designed to engage diverse audiences across physical and digital environments.

- Oversaw consumer and employee education strategies and interpretive communications.
- Directed interdisciplinary teams supporting engagement, education, and operations.
- Administered budgets, reporting, and performance evaluation.
- Collaborated with equity partners, community leaders and corporate stakeholders.

Key Achievements:

- Built and trained the company's first branding department.
- Launched brand resource platform increasing educational reach, adoption, and utilization.
- Delivered cost savings while expanding program impact.
- Improved user engagement and satisfaction metrics across digital programs.

Director, Marketing & Events

ALLSCRIPTS

Chicago, IL, 2012 – 2013

Led educational conferences, user engagement events, and interdisciplinary learning initiatives supporting healthcare technology adoption.

Key Achievements:

- Directed large-scale educational and sales programming and event operations.
- Managed budgets, vendors, and cross-functional teams.
- Directed marketing strategy, media coverage, and customer communications.

Chief Communications Officer

GREATER SPRINGFIELD CHAMBER OF COMMERCE

Springfield, IL, 2010 – 2012

Senior executive responsible for community engagement, public outreach programs, strategic communications, and organizational initiatives.

- Developed community education campaigns and public programs.
- Led stakeholder engagement and outreach initiatives.
- Managed budgets and program performance.

Key Achievements:

- Increased membership by 10% in one year.
- Raised \$250K above plan for economic development initiatives.

Director, Patient Engagement & Experience

MEMORIAL HEALTH SYSTEM

Springfield, IL, 2007 – 2010

Senior leader overseeing patient and visitor experience design, care environments, facility design and usability, and patient-centered engagement initiatives across a multi-facility healthcare system.

- Directed visitor services improvements, educational signage, and wayfinding programs.
- Led interdisciplinary teams supporting public experience, education, and operations.
- Managed departmental budgets and capital improvement projects.
- Developed engagement strategies improving accessibility and patient and visitor satisfaction.
- Served on executive leadership committee supporting organizational strategy.

Key Achievements:

- Increased membership by 10% in one year.
- Implemented comprehensive signage and wayfinding systems, improving visitor experience by 44%.
- Increased patient utilization of services across multiple service lines.
- Improved compliance, operational efficiency, and engagement outcomes.
- Served on steering committee, raising overall Hospital CAHPS (HCAHPS) Survey scores.

Art Director

THE WALT DISNEY COMPANY (Imagineering, Disney Design Group)

Orlando, FL, 2003 – 2007

Developed immersive, interpretive environments, exhibitions, themed attractions, interactive storytelling, and experiential design initiatives across parks, resorts, cruise lines, entertainment venues, and digital properties.

- Led exhibition design and interpretive experience development.
- Collaborated with engineers, historians, artists, and educators on interdisciplinary environments.
- Led creative teams delivering Guest-facing storytelling spaces.
- Developed educational content, promotional programs, and audience engagement campaigns.
- Presented project concepts to executive leadership.

Key Achievements:

- Led experiential design for major attractions including Expedition Everest (\$100M).
- Developed immersive experiences and environments, engaging millions of annual visitors.
- Delivered large-scale Guest-facing programs and exhibitions.

Creative Director HIGHER ADVERTISING

Orlando, FL, 2002 – 2003

Directed advertising campaigns, audience engagement initiatives, and creative operations across multiple service lines and industry verticals.

Key Achievements:

- Managed multi-million-dollar budgets, pitches, and creative teams.
- Developed comprehensive marketing and outreach strategies.

ADDITIONAL EXPERTISE

Interpretive Strategy | Exhibition Development | Educational Storytelling | Visitor Experience Design | Program Administration | Budget Preparation | Professional Reporting | Staff Supervision | Community Partnerships | Strategic Governance | Performance Evaluation

EDUCATION & SUPPLEMENTARY EXPERIENCE

Ringling College of Art & Design, Sarasota, FL

- Bachelor of Fine Arts Degree

Southern Illinois University, Carbondale

- Scholarship Awardee, Fine Arts
- Scholarship Awardee, Pre-Med & Medical School

Professional Gallery Artist (www.TiaMarseille.com)

- Represented by Dean Day Gallery in Houston, TX. Known for large-scale oils in organic abstraction style and intimate acrylic portraits.
- Notable work: "Nuit Lumineuse" raised \$5K for charity.
- Member of Outdoor Painters Society and New York Art Competitions judge.
- Studied and exhibited in the U.S. and Europe.

Author/Illustrator

- Completed first novel in the 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.

Education Professional

- Served as Adjunct Professor in Robert Morris University's Fine Arts Department.
- Provided global training corporate TED Talks across State Farm departments, staff, agents, and vendors.

Volunteer Work

- Krewe of Gambrinus (2020 – present): Served as community liaison and on-camera spokesperson for 501(c)(3) organization benefiting local Texas economy and charities. Designed parade floats, costumes, choreography, and print collateral.
- Elks Lodge #126 (2021 – 2022): Served as volunteer event planner for annual Stampede fundraiser.
- Hoogland Center for the Arts (2008 – 2012): Designed sets and costumes for theatrical productions.
- Emergency Medical Technician (2008 – 2013): Member of Elkhart Fire & Rescue, served as volunteer EMT on rural rescue unit.