

Estela Hernandez

(she/hers) **Creative Director | Experiential Marketing & Brand Experience**

925-565-5843

Brentwood, Ca

estelakvhernandez@gmail.com

EstelaKarinaArt.com

SUMMARY

Creative Director & Experiential Marketing & Brand Experience Strategist with 10+ years of experience creating immersive brand experiences that drive engagement, increase visibility, and build lasting community connections. Proven success growing audiences by **45%**, supporting **75% sold-out events**, and increasing client engagement by up to **200%** through experiential marketing, environmental design, creative direction, and integrated campaigns for theaters, hospitality, nonprofits, and small businesses.

EXPERIENCE

Founder | Creative Director | Brand Experience Designer

Estela Karina Art Design Studio — Brentwood, CA | 2017–Present

Strategic marketing and creative services studio providing brand development, digital marketing, and visual design for small to mid-sized businesses and arts organizations. Lead all client strategy, creative direction, and execution across digital and physical touchpoints to drive brand awareness, customer engagement, and revenue growth.

- Directed 40+ branding, marketing, environmental design, and creative projects for nonprofits, hospitality, retail, entertainment, and local businesses.
- Increased client engagement between **60–200%** through integrated campaigns combining experiential activations, social content, photography, murals, and digital marketing.
- Designed immersive brand environments including murals, event installations, interactive photo moments, signage systems, pop-up activations, and branded customer experiences.
- Produced community-focused events attracting **50–250+ attendees**, creating opportunities for local businesses to increase visibility, customer acquisition, and repeat visitation.
- Built and launched **20+ websites** optimized for SEO, accessibility, and customer conversion.
- Managed creative budgets up to **\$25K+** while delivering projects on schedule and within scope.
- Produced photography and video assets resulting in engagement increases averaging **40–80%** across social campaigns.

Founder | Experiential Event Producer

Estela Karina Art — Brentwood, CA | 2020–Present

Design and produce immersive creative experiences from concept to execution, partnering with local businesses to create engaging events that strengthen community, elevate brand presence, and encourage meaningful customer interaction through art, storytelling, and thoughtful experience design.

- Conceptualize, design, market, and produce immersive paint nights, workshops, pop-up events, and branded community experiences from initial concept through

SKILLS

Brand Experience:

Experiential Marketing
Environmental Branding
Event Production
Creative Direction
Art Direction
Retail Experiences
Pop-up Activations
Community Engagement
Placemaking
Brand Strategy
Campaign Development
Creative Concepting
Customer Journey Design
Visual Merchandising

Design:

Adobe Creative Suite
Illustrator
Photoshop
InDesign
Lightroom
Canva
Procreate
Photography
Murals
Signage
Environmental Graphics
Print Production

Marketing

Social Media
SEO
Email Marketing
Google Analytics
HubSpot
Salesforce
CRM
Copywriting
Campaign Analytics
Website Design
Wix
Squarespace
WordPress

execution.

- Create themed environments incorporating décor, signage, music, lighting, interactive installations, photography moments, and branded touchpoints to increase guest engagement.
- Partner with wineries, cafés, restaurants, breweries, local markets, and community organizations to deliver collaborative branded experiences.
- Produce events ranging from **20–100+ attendees**, maintaining strong attendance through strategic social media marketing, community partnerships, and organic promotion.
- Design original event branding, promotional campaigns, printed materials, digital advertising, event layouts, and customer journey experiences.
- Manage vendor partnerships, logistics, registration, budgeting, setup, teardown, and onsite guest experience.
- Develop experiences that encourage social sharing, repeat attendance, and community connection.
- 75–90% average event capacity
- 10–40% repeat attendee rate
- 95%+ positive attendee feedback
- 100+ events produced
- 25+ venue partnerships

EDUCATION

Bachelor of Science in
Business Administration:
Marketing
San Francisco State University
– May 2018

Founder | Art Education Director

Brentwood Craft Club — Brentwood, CA | 2025–Present

Lead a community-focused creative education program providing accessible art instruction for children, teens, and families through recurring workshops, seasonal programming, and multi-week art courses.

- Founded and scaled a community art education program serving children, teens, and families throughout East Contra Costa County.
- Develop original monthly curriculum across multiple artistic disciplines including painting, mixed media, sculpture, drawing, fiber arts, seasonal crafts, and creative exploration.
- Maintain approximately **75% average class capacity**, with recurring waitlists for popular workshops.
- Build strong customer loyalty through engaging instruction, resulting in high monthly returning student enrollment.
- Design and launch eight-week drawing and painting courses focused on foundational artistic techniques and creative confidence.
- Manage every aspect of business operations including curriculum development, marketing, event planning, budgeting, registration, customer communications, partnerships, and social media.
- Foster an inclusive learning environment encouraging creativity, confidence, and community engagement for artists of all experience levels.

Marketing Director

Cutting Ball Theater — San Francisco, CA | July 2019 – April 2024

Responsible for leading all marketing activities, including branding, print and digital marketing, email campaigns, social media management, and website content creation.

- Grew Instagram audience by **45%** through strategic content development, community engagement, and campaign storytelling.
- Contributed to productions achieving approximately **75% sold-out performances** through integrated multi-channel marketing campaigns.

- Maintained an estimated **40–50% returning patron rate**, strengthening audience loyalty and long-term engagement.
- Developed targeted campaigns that successfully attracted new and more diverse audiences for innovative theatrical productions.
- Produced creative direction and marketing assets across print, digital, email, social media, and environmental graphics, ensuring cohesive branding for every production.
- Created a community partnership with the Tenderloin Boys & Girls Club that resulted in **90% of participating students' artwork being sold**, with **100% of proceeds benefiting the young artists**.
- Collaborated with artistic leadership to develop season-specific marketing strategies aligned with each production's unique creative vision and target audience.
- Supported organizational transformation during the theater's transition to a collective leadership model by aligning marketing with new equity-focused initiatives.

Graphic Designer

The Palace Theater — San Francisco, CA | May 2022 – Present

- Designed and managed branding and marketing materials for theater productions, ensuring consistent brand messaging across all digital and print platforms.
- Contributed to **sold-out performances** by designing eye-catching promotional assets, including social media graphics, posters, and advertisements.
- Collaborated closely with the communications team to deliver high-impact campaigns that drove audience engagement and increased ticket sales.

Marketing Manager

The Brentwood Press—Brentwood, CA | Sept 2017 – Sept 2019

- Led client marketing for a hyperlocal news outlet serving East Contra Costa County.
- Created custom marketing campaigns for small businesses, nonprofits, and community events.
- Produced integrated packages across print, digital, and in-person promotions. Designed ads and promotional materials that reflected each business's voice and goals.
- Collaborated with editorial staff to uplift underrepresented community voices and minority-owned businesses through sponsored content.
- Cultivated long-term advertiser relationships by delivering results and providing marketing education.
- Played a key role in amplifying local economic development and civic engagement through media.