

# BONNIE WILCOX

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## SUMMARY

I am a driven Creative Lead with 8+ years of hands-on experience designing and managing impactful creative for digital, social and print. As an innovative leader with a successful track record managing end-to-end creative, I leverage my collaboration and communication skills to align creative with Marketing strategy goals – driving strong consumer engagement across global multi-platform campaigns.

## EXPERIENCE

### WALT DISNEY STUDIOS // 2014 – PRESENT

#### CREATIVE LEAD, MARKETING CREATIVE // BURBANK, CA

Design and manage the development of key art in a high-volume, fast-paced, detail-focused environment to execute a cohesive creative campaign aligned with Marketing strategy, while monitoring progress against schedules and budgets. Work experience includes high-profile titles for Disney, Marvel Studios, Lucasfilm, Pixar, 20<sup>th</sup> Century Studios, Searchlight Pictures, ESPN and ABC Television.

#### SELECTED ACHIEVEMENTS:

- Saved over half a million dollars on a single campaign by designing creative in-house which had previously been sent to an external vendor.
- Developed social creative promoting shows and films under both the Disney and 20<sup>th</sup> Century Studios banner, contributing to a **500% lift in purchases**.
- Worked with ESPN to develop weekly College Football game day graphics, resulting in **4 million impressions** with overall positive engagement.
- Maintained close relationship with high-level executives on materials promoting the launch of ABC daytime talk show Tamron Hall, resulting in the **second-highest ratings debut** of any talk show in the prior five years.
- Designed the *MCU Infinity Saga* and the *Star Wars: The Skywalker Saga* box sets. Artwork submitted to Kevin Feige and Kathy Kennedy were enthusiastically approved **on the first round**.
- Designed and delivered social, digital, and print advertising celebrating 19 Disney+ Emmy nominations (including covers for Variety and The Wrap). All ads were well-received, resulting in Disney+ reaching out to **partner for future FYC campaigns**.

## EDUCATION

### Bachelor of Science

Graphic Communication  
Cal Poly, San Luis Obispo  
*magna cum laude*

## EXPERTISE

Relationship Building  
Creative Direction  
Graphic Design  
Presentation Design  
Adobe CC  
Team Leadership  
Critical Thinking  
Strategic Mindset  
Presentations  
Design Execution  
Communication  
Project Management  
Time Management  
Budget Management  
Creative Marketing  
Agency Experience  
Process Improvements  
Creative Workflow  
Innovation  
Entertainment Industry  
Film, TV, Digital, Social

### PROJECT SUPERVISOR, IN-HOME CREATIVE SERVICES

Managed hundreds of digital and physical deliverables for Disney Live-Action in-home creative campaigns. Built and maintained positive relationships with internal and cross-functional partners such as Creative Marketing, Product Development, Digital Customer Marketing and Social teams to bring beloved franchises directly to consumers across the globe.

#### SELECTED ACHIEVEMENTS:

- Managed the in-home creative campaigns for the four **highest-grossing Disney releases of all time** (including *Avengers: Endgame* and *Star Wars: The Force Awakens*), resulting in premium creative that maximized profits while still engaged core fans.
- Collaborated with retail teams to create impactful and eye-catching in-store displays, including the **Display of the Year and Gold Award** for *Star Wars: The Force Awakens*.

### COBALT C CREATIVE AGENCY // 2012 – 2014

#### PROJECT COORDINATOR, DISNEY ACCOUNT // MONTEREY PARK, CA

Worked directly with the Disney in-home creative team to design and produce premium key art for Disney Channel, Disney XD, Disney Jr. Gained a comprehensive understanding of agency workflows with an emphasis on the importance of strong written and verbal art direction.

### XEROX CORPORATION // SALES AND MARKETING INTERN

Designed and delivered promotional marketing materials for the Hispanic Association for Professional Advancement conference.

### UNIVERSITY GRAPHIC SYSTEMS // HEAD PRESSMAN

Managed and motivated team of four employees and interns.