



LaTanya Beauregard

DIRECTOR, CREATIVE

- ☎ 850-766-0248
- ✉ latanya_beauregard@mac.com
- 📍 Los Angeles, CA
- 🌐 latanyabeauregard.com

OVERVIEW

20+ years of experience and at the heart of everything I do is a drive to create meaningful, lasting impact. Leading large campaign approaches and ideas with intention, cultivating unforgettable productions and approaches that stretch across continents, and design experiences that move people — and move the needle.

EDUCATION

- 2009**
SAVANNAH COLLEGE OF ART & DESIGN
Savannah, GA
 - M.A. Graphic Design + Interactive
- 2004**
FLORIDA A&M UNIVERSITY
Tallahassee, FL
 - B.S. Graphic Design
 - GPA: 3.8 / 4.0

WORK EXPERIENCE

2023 - PRESENT

Yellow Shoes Creative Group | Los Angeles, CA

Executive Director, Creative

- Guided executive-level creative strategy, partnering with leadership to shape brand vision, drive growth, and foster a dynamic, future-focused creative culture.
- Directed full-cycle creative processes — from strategic briefing to global production — ensuring innovation and cultural resonance at every stage.
- Orchestrated large-scale, cross-platform campaigns while building creative structures that streamlined operations and elevated execution.
- Spearheaded international and bicoastal creative teams, delivering business-driven, culturally relevant solutions across global markets.

2021 - 2023

Yellow Shoes Creative Group | Celebration, FL

Group Creative Director

- Spearheaded integrated creative teams to deliver strategic, business-driven solutions.
- Orchestrated cross-platform campaigns anchored by big, breakthrough ideas.
- Propelled the full creative process from brief to production, championing innovation and blue-sky thinking.
- Partnered as the key creative lead driving major brand growth and marketplace initiatives.

SKILLS

- Creative Management
- Executive Comms Proficiency
- Campaign + Media Expertise
- Time Efficiency
- Fluid/Flexible Leadership
- Effective Communication
- Critical Thinking

AWARDS

- Top 40 under 40
- AdColor
- Regional / National Recognition
- Women Who Mean Business

LANGUAGES

- English
- French (basic)



LaTanya Beauregard

DIRECTOR, CREATIVE

WORK EXPERIENCE

APR 2018 - SEPT 2018

Yellow Shoes Creative Group | Hong Kong

Creative Director / Creative Lead

- Key lead for creative and campaign initiatives for Hong Kong Disneyland Resort. Partnering with Communication teams, Social, Operations, Merchandise and Production.
- Resident of Hong Kong immersed in culture and international key markets.
- Partnered with senior executive leads to maintain and grow external agency, ensure maximum utilization of staff and freelance resources.
- Delivered on largest launch of new brand characters that led to spike in visitation and social activation for Hong Kong Disneyland Summer.

2016 - 2021

Yellow Shoes Creative Group | Celebration, FL

Creative Director

- Led integrated teams (Copy, Art, Designers, Production, Vendors) to meet business needs and consumer demand.
- Led and managed integrated media campaigns and big organizing ideas across emerging media platforms.
- Created internship program and teams across bicoastal organization - Mentor and fueling growth and innovation amongst junior teams.
- Executing and delivering on high quality creative that moves the business.

MAR 2016 - JUN 2016

Yellow Shoes Creative Group | Shanghai China

Creative Director / Creative Lead

- Led creative initiatives for the launch and grand opening of Shanghai Disneyland Resort.
- Resident of Shanghai, China - immersed in culture and international markets.
- Led large internal and external projects and multi-channel campaigns.
- Partnered with senior executive leaders to maintain and grow external agency relationships to deliver exceptional creative content and to ensure maximum utilization of staff and freelance resources.

MORE ABOUT ME

I'm a creative leader who finds solutions in structure and freedom alike: whether building intricate campaign systems or orchestrating spontaneous, leading high-energy productions around the world. I've learned that the best ideas don't just happen — they're cultivated through hard work, clear vision, and a deep respect for the people who bring them to life.

Leadership, to me, is deeply human. It's about seeing potential, nurturing it, and building organizations that give teams the tools and trust they need to thrive. It's about understanding culture — how it shifts, how it shapes us — and channeling that energy into work that's both timely and timeless. Because true creativity isn't just about making things look beautiful — it's about building something that resonates, that endures, that moves the world forward.

FUN FACTS

- Wanderlust-driven traveler, forever collecting passport stamps
- Aspiring polyglot — still waiting for my brain to catch up with my dreams.
- Introvert at heart, ambivert by choice, and always on the lookout for kind souls.
- Proud dog lover and firm believer that every meeting is better with a dog present.
- Self-proclaimed hotel snob — I enjoy a fabulous hotel.