

LaTanya Beauregard

CREATIVE EXECUTIVE | GLOBAL BRAND
STRATEGY | AI + CREATIVE TRANSFORMATION

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OVERVIEW

Global Creative Executive with 20+ years of experience leading brands, teams and integrated creative organizations across entertainment, travel, hospitality, lifestyle and emerging business categories. Proven ability to translate business ambition into culturally resonant, globally scalable creative platforms and experiences. Combines brand strategy, consumer insight, creative leadership and operational design with a growing focus on AI, emerging technology and the future of creative organizations. Career experience spans the U.S., Hong Kong, Shanghai and global travel and destination businesses, with extensive leadership across entertainment, hospitality, cruise, luxury travel and experiential brands.

WORK EXPERIENCE

MAY 2023 - JUN 2026

Yellow Shoes Creative Group | Los Angeles, CA

Executive Director, Creative

- Shaped brand vision and growth strategy across complex, multi-business portfolios, partnering with senior leadership to align creative ambition with enterprise priorities.
- Led end-to-end creative strategy and execution across integrated campaigns, social, content, experiences and global productions, ensuring cultural relevance and scalability across markets.
- Championed emerging technology and AI exploration within creative workflows, identifying opportunities to accelerate ideation, streamline processes and expand creative possibility while preserving human judgment and cultural intelligence.
- Led international and bicoastal teams to deliver business-driven, culturally relevant creative across global markets.

2021 - 2023

Yellow Shoes Creative Group | Celebration, FL

Group Creative Director

- Led integrated creative teams in developing strategic, business-driven solutions across major brand initiatives.
- Built cross-platform campaigns around strong organizing ideas designed to resonate across diverse audiences.
- Created a culture of ambitious thinking while guiding work from brief through final production.
- Partnered with executive stakeholders to advance major brand growth and marketplace initiatives.

SKILLS

EXECUTIVE + CREATIVE LEADERSHIP

- Executive Leadership
- Global Creative Direction
- Creative Organization Design
- Executive Stakeholder Management

BRAND + BUSINESS STRATEGY

- Creative Brand Strategy
- Brand Architecture
- Audience Segmentation
- Cultural Strategy
- Global Brand Strategy

TECHNOLOGY + INNOVATION

- Generative AI
- AI Literacy
- Emerging Technology
- AI-Enabled Creative Workflows
- Innovation Strategy
- Digital Transformation

CREATIVE + EXPERIENCE

- Integrated Campaigns
- Storytelling
- Experiential Marketing
- Creative Operations
- Global Production

RECOGNITION

- Orlando Business Journal, Top 40 Under 40
- ADCOLOR Rising Star
- Orlando Business Journal, Women Who Mean Business
- The One Club / ADC100 Awards, In-House Jury
- The One Club, Next Creative Leaders Jury
- Regional and National ADDY recognition
- Industry speaker, panelist and podcast guest

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WORK EXPERIENCE

APR 2018 - SEPT 2018

Yellow Shoes Creative Group | Hong Kong

Creative Director / Creative Lead

- Drove increased visitation and social engagement for Hong Kong Disneyland Summer through the resort's largest character launch to date.
- Expanded agency capabilities and optimized creative resources across Communication, Social and Operations partners
- Applied firsthand cultural insight from living and working in Hong Kong to shape market-specific creative for local and international audiences

2016 - 2021

Yellow Shoes Creative Group | Celebration, FL

Creative Director

- Responded to evolving consumer and business needs by leading integrated teams across Copy, Art, Design and Production.
- Expanded campaigns across emerging media platforms, developing integrated work around strong organizing ideas.
- Advanced innovation and junior talent development by creating a bicoastal internship program designed to build long-term creative capability.
- Advanced business objectives by delivering high-quality creative work aligned with organizational priorities.

MAR 2016 - JUN 2016

Yellow Shoes Creative Group | Shanghai China

Creative Director / Creative Lead

- Led creative direction for the launch and grand opening of Shanghai Disneyland Resort, overseeing integrated, multi-channel initiatives across internal teams and external agency partners.
- Facilitated the delivery of exceptional creative content by maintaining relationships with external agencies and ensuring maximum utilization of staff and freelance resources.
- Applied firsthand cultural insight from living and working in Shanghai to shape creative for local and international audiences.

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

LEADERSHIP + IMPACT

I lead with the belief that great creative organizations require equal parts ambition, structure, curiosity and trust. My approach combines cultural intelligence, strategic clarity and human-centered leadership with an openness to emerging technology and new ways of working. I believe AI should expand creative possibility, not replace the judgment, taste and lived experience that make ideas matter.

SELECTED IMPACT

- Led global and domestic creative work across Disney destination, hospitality and travel brands.
- Directed creative leadership for the launch and grand opening of Shanghai Disneyland Resort.
- Led market-specific creative for Hong Kong Disneyland Resort, combining local cultural insight with global brand standards.
- Led brand and creative strategy across Disney Cruise Line, Aulani, Storyliving by Disney and Cotino, spanning travel, hospitality, destination branding and emerging residential experiences.
- Built and led integrated creative teams across Los Angeles, Florida and international markets.
- Developed audience and consumer profiles supporting new-market and new-business expansion.
- Led creative systems spanning brand, social, performance, content, experiential and production.