



LaTanya Beauregard

CREATIVE EXECUTIVE

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OVERVIEW

Visionary Executive Creative Leader with extensive experience shaping global brand strategies and driving business growth for world-renowned entertainment properties. Expertise in orchestrating end-to-end creative lifecycles, from strategic briefing to multi-platform production, ensuring cultural resonance across international markets. Track record of fostering future-focused cultures by leading diverse teams and optimizing operational structures to deliver business-driven solutions.

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

- Established a future-focused creative culture by partnering with leadership to define brand vision and drive growth strategies.
- Amplified innovation and cultural resonance by overseeing the full-cycle creative process, from strategic briefing to global production.
- Optimized operational workflows through the construction of creative structures that facilitated streamlined cross-platform campaign execution.
- Commanded international and bicoastal teams to produce business-driven, culturally relevant solutions across global markets.

2021 - 2023

Yellow Shoes Creative Group | Celebration, FL

Group Creative Director

- Generated strategic, business-driven solutions by steering integrated creative teams focused on high-impact outcomes.
- Anchored major campaigns with breakthrough ideas by engineering cross-platform initiatives that resonated across diverse demographics.
- Fostered a culture of blue-sky thinking by shepherding the full creative lifecycle from initial brief through final production.
- Accelerated major brand growth and marketplace initiatives by acting as primary creative lead in collaboration with executive stakeholders.

SKILLS

- Creative Management Executive
- Campaign & Media Expertise
- Brand Strategy
- Market Positioning
- Consumer Insight Analysis
- Brand Architecture
- Competitive Analysis
- Go-to-Market Strategy
- Brand Voice Development
- Target Audience Segmentation
- Value Proposition Design
- Multi-Channel Strategy
- Visual Brand & Design Theory
- Interaction Design
- Social & Experiential Expertise

AWARDS

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

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WORK EXPERIENCE

APR 2018 - SEPT 2018

Yellow Shoes Creative Group | Hong Kong

Creative Director / Creative Lead

- Triggered a significant spike in visitation and social engagement for Hong Kong Disneyland Summer by executing the largest launch of new brand characters to date.
- Maximized resource utilization and expanded agency capabilities by overseeing external agency relationships and optimizing freelance staff allocation for Communication, Social and Operations partners.
- Cultivated market-specific creative direction by leveraging an immersive residency in Hong Kong culture to align campaign initiatives with international key markets.

2016 - 2021

Yellow Shoes Creative Group | Celebration, FL

Creative Director

- Satisfied evolving consumer demand by marshaling integrated teams of Copy, Art, Design, and Production talent to meet critical business needs.
- Penetrated emerging media platforms by managing integrated campaigns centered around big organizing ideas.
- Bolstered innovation and junior talent development by architecting a bicoastal internship program designed to fuel long term creative growth.
- Moved business metrics upward by consistently producing high-quality creative assets and aligned with organizational objectives.

MAR 2016 - JUN 2016

Yellow Shoes Creative Group | Shanghai China

Creative Director / Creative Lead

- Governed the creative direction for the launch and grand opening of Shanghai Disneyland Resort by steering initiatives and multi-channel.
- Facilitated the delivery of exceptional creative content by maintaining relationships with external agencies and ensuring maximum utilization of staff and freelance resources.
- Harnessed a resident immersion in Shanghai culture to align large internal and external projects with international market standards.

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 and enjoying delicious dishes from around the world.
- 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 humans.
- Proud dog lover and firm believer that pets make life better.
- Self-proclaimed hotel snob — I enjoy a fabulous hotel.