

Darcel Christine Scholz



iamthedarbabe.com



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949-886-5232



iamthedarbabe

Seeking a FT role in

- + Marketing & Communications
- + Employee/Internal Communications
- + Brand Development & Stewardship

Creative

marketer based in Southern California



SAN CLEMENTE, CA

Fun Fact

I known by South OC locals as the “dancing roller skater of San Clemente”

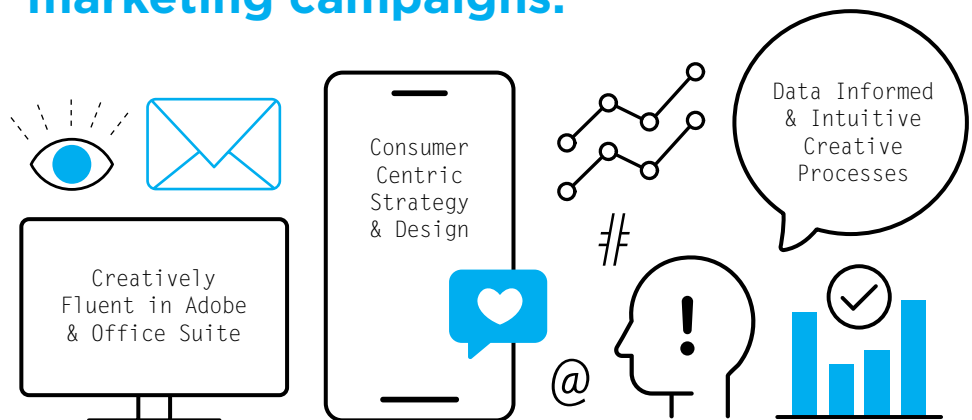
25+ YEARS OF ADVERTISING & MARKETING EXPERIENCE

Be the signal, not the noise.

Seasoned professional with experience in marketing and communications. Extensive background in branding, visual design, content development and resource management. Deep knowledge of corporate communications strategy including program development, content creation, campaign management, and change activation. Fluent in art direction, graphic design, web design, UI/UX, typography, copywriting, illustration and web/print production.

PROVEN DIRECT MARKETER WITH A DESIGN PEDIGREE

An individual who can build your ideas into high performing marketing campaigns.



HIRED BY TOP AGENCIES & MARKETING DEPARTMENTS

Entrusted by some of the most well-loved and iconic brands in the world.



J&J



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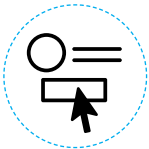


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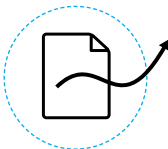
QUICK LOOK



Marketing
& Branding



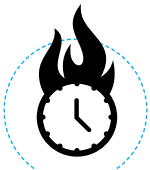
Fluent in
Graphic Design



Results
Focused



Constant
Collaborator



Deadline
Oriented



Performs Well
Under Pressure

EDUCATION

San Diego State University
Bachelor of Art
Emphasis in Graphic Design

The Book Shop School for Ads
Creative Direction

Art Center College of Design
Film
Web Design
Bookmaking
Fine Art

SKILLS

Branding	Analytics
Strategy	Production
Illustration	Event Marketing
Copywriting	Resource Management
UI/UX	Change Activation

EXPERIENCE

01

11/2024 – Present
MARKETING & CREATIVE | Sera Prognostics, UT

Developing external and internal brand strategies. Providing overall campaign direction for websites, social media, email marketing, trade shows and clinical papers.

02

06/2024 – 05/2025
MARKETING & COMMS LEAD | Capital Group, Irvine, CA

Supporting employee-focused change activation as part of a decade-long financial transformation program. Enabling transformation across tech, process, data, talent, and analytics. Partnering with cross-functional teams to drive adoption, streamline operations, and embed sustainable change.

03

04/2023 – 04/2024
MARKETING SPECIALIST | Securra, Cupertino, CA

Marketing and design for product strategy, investor strategy, product development, social media management and website content/branding. Concept and build marketing materials, presentations, and digital content.

04

03/2023 – 10/2023
CREATIVE DIRECTOR | Holt International, Eugene, OR

Constructing campaigns around existing service offerings to expand awareness, foster engagement and increase donations. Delivering brand-compliant, high-quality designs across multiple channels and technology platforms.

05

02/2020-9/2021
SENIOR MARKETING MANAGER | Ambry Genetics, CA

Leading creation of marketing collateral for products, promotions, and corporate communications. Coordinating across teams to ensure alignment with global positioning, brand messaging and campaign strategy. Managing of creative teams, process guidelines, tech strategy, and asset organization

01/2016 – 02/2020
CREATIVE DIRECTOR | iamthedarbabe, San Clemente, CA

08/2005 – 01/2016
ASSOCIATE CREATIVE DIRECTOR | MXM, Culver City, CA

03/2002 – 07/2005
SENIOR ART DIRECTOR | Grey Group, Glendale, CA

10/2000 – 11/2001
ART DIRECTOR | Team One Advertising, El Segundo, CA

03/1999 – 10/2000
ART DIRECTOR | TBWA\Chiat\Day, Playa del Rey, CA

“Curiosity about life in all its aspects, I think, is still the secret of great creative people.” –Leo Burnett

