

MABEL TSANG

ART DIRECTOR & DESIGNER | www.mabeltsang.com | LinkedIn

Forest Hills, New York | 646-369-8128 | mabel.y.tong@gmail.com

Visionary leader with 10+ years of experience creating concept-driven campaigns across beauty, CPG, home decor, and food & beverage. Expert in driving brand growth, leading cross-functional teams, and building strong client relationships to deliver impactful results.

- Brand Strategy Development
- Design & Content Management
- Digital & Social Marketing
- Organic & Paid Social Media
- User Interface (UI) Design
- Amazon E-Commerce Expertise

Employment History

Creative Consultant | Remote

Aug 2022 - Present

- Developed and executed paid and organic ads for Facebook, Instagram, LinkedIn, and Pinterest, boosting traffic and brand visibility through seasonal launches and influencer partnerships.
- Directed social content for MacKenzie-Childs' Barn Sale, resulting in record sales and 20K+ impressions for their inaugural artist collaboration.
- Drove 3X sales growth for Pickle Genius pickleball paddles on Amazon in 4 months and expanded brand reach on TikTok and Walmart.com, boosting digital retail growth.
- Leveraged Wyng platform to design an interactive quiz that amplified Fever-Tree's Espresso Martini "First Sip or Last Call" campaign, boosting consumer engagement and strengthening brand messaging, while handling end-to-end production management.

Associate Creative Director | New York, New York

May 2013 - Aug 2022

MME - Advertising Agency

- Directed design strategy and innovation for Palmer's personal care line, contributing to 9+ years of brand growth and market presence through 360 campaign initiatives, managing budget allocation and ensuring efficient execution from pre to post-production.
- Led large-scale brand activations for Palmer's Cocoa Butter at ESSENCE Festival, shaping dynamic experiences that strengthen brand loyalty and community connection.
- Created impactful signage for Nathan's Hot Dog Eating Contest, boosting brand engagement through high-visibility promotional collateral.
- Spearheaded integrated, multi-touchpoint campaigns from concept to execution for national brands like Nathan's Famous, Victoria Sauce, and Leading Lady.

Art Director | New York, New York

June 2009 - May 2013

Gotham, Inc.

- Led concept development and execution for Maybelline and Essie Nail Color, ensuring creative consistency across print, OOH, banner ads, and TV.
- Conceptualized digital ads for Maybelline Eye Studio, driving consumer engagement and amplifying brand exposure.
- Oversaw beauty retouching and quality control for Mercedes-Benz Fashion Week, ensuring visual excellence across large-scale out-of-home initiatives (station domination, billboards, taxi tops), amplifying brand visibility and generating buzz in Chelsea.

Skills

Adobe Creative Suite (After Effects, Illustrator, Lightroom, Photoshop, InDesign), Microsoft Office, Google Workspace, CapCut, Wyng, Basecamp, Slack