

CAROLINA LORETO

Bachelor of Fine Arts in Graphic Design

CREATIVE DIRECTOR | LUXURY TRAVEL | BRAND AND DIGITAL STRATEGY

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EXECUTIVE PROFILE

Creative Director with deep experience shaping luxury travel and hospitality brands across digital, editorial, social, email, print and integrated campaigns. Combines sophisticated visual judgment with hands-on execution, brand stewardship and cross-functional leadership. Known for translating business priorities into clear creative systems, elevating in-house talent and delivering high-quality work at speed.

CORE EXPERTISE

- Brand Strategy and Stewardship
- Integrated Campaigns
- Digital and Social
- Editorial and Print
- Email and CRM
- Art Direction
- Photography and Video
- UX and Web
- Creative Operations
- DAM
- Team Leadership

CREATIVE LEADERSHIP

Builds clear briefs, focused reviews and direct, actionable feedback that help teams move faster without lowering the creative standard. Comfortable challenging ideas, empowering in-house talent and partnering with editorial, marketing, product and executive stakeholders.

TOOLS AND PLATFORMS

Design: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Adobe XD, Dreamweaver), Figma, Sketch, Keynote

AI: Adobe Firefly, ChatGPT, Claude, Midjourney, Higgsfield, VS Code for AI-assisted image and video generation and content ideation

Digital Asset Management: Bynder, Adobe DAM, SmugMug, Canto

Workflow and Approvals: Wrike, Asana, Monday.com, Jira, Trello, PageProof

Email and CRM: Salesforce Marketing Cloud, Klaviyo, HTML/CSS email

Web: WordPress, Mapbox, HTML/CSS

Office: Google Workspace, Microsoft Office (PowerPoint, Word, Excel)

Languages: English and Spanish, fully bilingual

— VICTORY CRUISE LINES

CREATIVE DIRECTOR ▪ 2024 - 2026

- Directed the company relaunch from brand identity and guidelines through website, CRM, editorial, print, video and sales communications.
- Created the new identity system and led the website redesign, ensuring a consistent guest-facing experience across every major touchpoint.
- Built a high-velocity creative pipeline and introduced digital asset practices that improved team access, brand consistency and launch readiness.

— ATLAS OCEAN VOYAGES

CREATIVE DIRECTOR AND CONSULTING CREATIVE PARTNER ▪ 2023 - 2024 | 2026

- Led rebrand implementation, website creative, campaign development and high-profile photography for a luxury expedition brand.
- Introduced design systems, Wrike workflows and SmugMug asset management, improving cross-functional efficiency and creative consistency.
- Currently support launch initiatives and sales storytelling across presentations, maps, video and multi-channel campaign assets.

— AMERICAN QUEEN VOYAGES

CREATIVE DIRECTOR ▪ 2021 - 2023

- Partnered with MRM to guide a full rebrand and translate the new positioning across digital, print, video, editorial and onboard communications.
- Set creative direction for integrated campaigns while aligning internal teams, agency partners and production resources around a cohesive brand experience.
- Contributed to the award-recognized NautiCode campaign, including ANA B2 Gold and New York Festivals finalist recognition.

— CRYSTAL CRUISES

GRAPHIC DESIGNER ▪ 2017 - 2021

- Helped direct the website redesign, Mapbox destination storytelling and image curation for a global luxury cruise brand.
- Built and implemented Adobe DAM, trained global teams and improved asset retrieval efficiency through stronger systems and governance.

— SILVERSEA CRUISES

GRAPHIC DESIGNER ▪ 2014 - 2017

- Created luxury-focused digital, email, editorial and print work while protecting brand standards across international markets.
- Developed data-informed email campaigns and provided HTML and CSS troubleshooting for reliable global deployment.

— SELECTED BRAND AND AGENCY EXPERIENCE

Elite Island Resorts ▪ Four Seasons Yacht ▪ Ponant Explorations ▪ Popeyes
▪ Burger King ▪ HBO ▪ Aetna ▪ Payless ShoeSource ▪ Clinique ▪ Oster

— SELECTED RECOGNITION

- D&AD Graphite Pencil and Cannes Lions recognition for Popeyes work
- ANA B2 Gold, New York Festivals Finalist and Gerety Awards recognition for American Queen Voyages NautiCode