

Maria Norton

Creative Producer & Brand Strategist



MARIA NORTON www.mariaferresamat.com - [Linkedin](#)
Creative Producer & Brand Strategist

20+ Years of Scaling Brands at the Intersection of Operational Excellence & Creative Soul.

I am a producer dedicated to grounding human emotion in rigorous structure to turn big ideas into a flawless, joyful reality.

EXECUTIVE HIGHLIGHTS

International Brand Founder: Built EMA from a single suitcase of prototypes to a lifestyle brand with global supply chains and distribution across Europe and California.

Award-Winning Modernization: Directed the digital transformation for Mountain Hardware and Sports, earning a National Award for pivoting a legacy institution into a high-impact digital ecosystem.

Tactile Production Specialist: Orchestrated complex, mixed-media editorial workflows for Method Mag, bridging raw physical art with global publishing and trade show activations.

Innovation in Experience Design: Founded Creative Sonrisas Academy, achieving 100% organic growth through a proprietary art-history-based curriculum and immersive community events.

Cross-Functional Leadership: Over 20 years of orchestrating multidisciplinary partnerships across global youth culture and lifestyle sectors; balancing rigorous operational structure with a *Vibrant Soul* philosophy to bring complex visions to life.



CORE STRATEGIES

Production: End-to-End Product Lifecycle, Global Supply Chain, Agile Workflow Management.

Branding: Youth Culture Storytelling, Seasonal Concept Development, Experiential Marketing.

Leadership: Multilingual Mentorship (English/Spanish/ Catalan), Community Ecosystem Building, Strategic Innovation.

EDUCATION, RECOGNITION AND LANGUAGES

BA, Graphic Design – Universitat Autònoma de Barcelona (EINA).

Studies in Psychology – Universitat Autònoma de Barcelona (3 years completed).

Specialized Certifications: Fashion Design (Central Saint Martins, London), Marketing (ESIC Barcelona), Photojournalism (Crisart).

Published Author: *Tengo un Feeling* (2024), *Where is the Happiness?* (2022).

Languages: Spanish, Native. Catalan, Native. English, Fluent. French, Basic.

Beyond the data: Explore the following [visual case studies](#) to see how logistical precision and artistic storytelling converge to build lasting community connections.

STRATEGIC MODERNIZATION OF A TAHOE INSTITUTION

THE CONTEXT

Mountain Hardware & Sports was already a highly successful community staple. The challenge was not to *fix* the business, but to evolve its visual identity and build its first-ever digital footprint from the ground up.

THE ACTION

Legacy Management: Balanced the President's commitment to traditional local media (radio/print) with a necessary shift into the digital era.

Visual Evolution: Created a new style retaining the warm, approachable *Mountain Look* while introducing professional, cohesive design standards.

Cross-Channel Production: Produced assets that functioned simultaneously for local newspapers and the brand's new social media channels.



THE RESULTS

Successfully **modernized the brand's perception** without alienating the core *Old School* customer base, resulting in record-breaking participation in community-driven events.

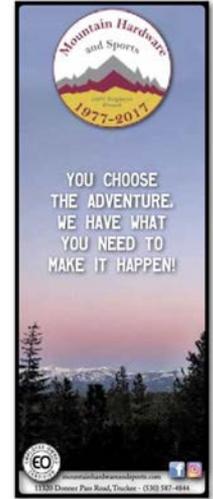
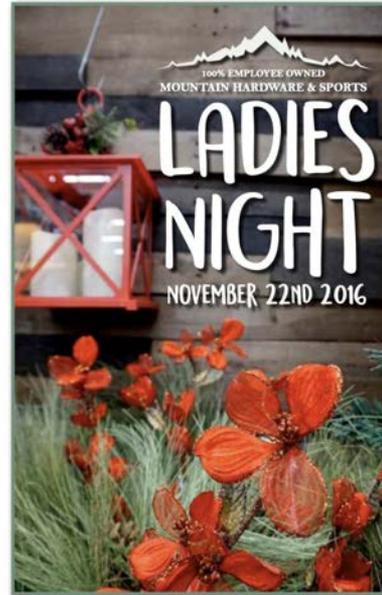
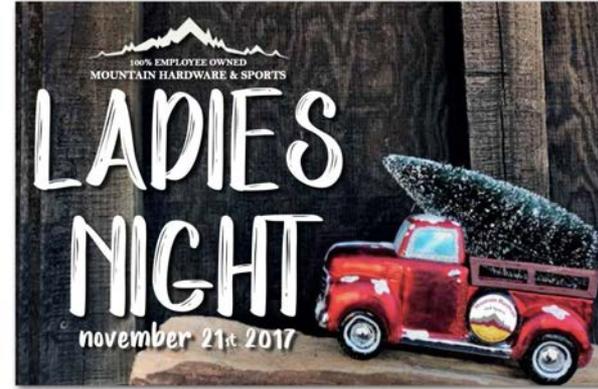
Earned the National Awards for Best Marketing and Best Social Media among the US Employee-Owned Companies.

ACCESSIBLE BRANDING FOR A LOCAL LEGACY

To maintain 40 years of local trust, I developed a visual language that felt like the community it served: authentic, joyful, and slightly rugged, while significantly elevating the production quality.

Produced high-engagement community events following the company's traditions.

Designed print ads that supported the local newspaper's format while providing a clear call to action for the new digital platforms.



TACTILE EDITORIAL PRODUCTION

THE CONTEXT

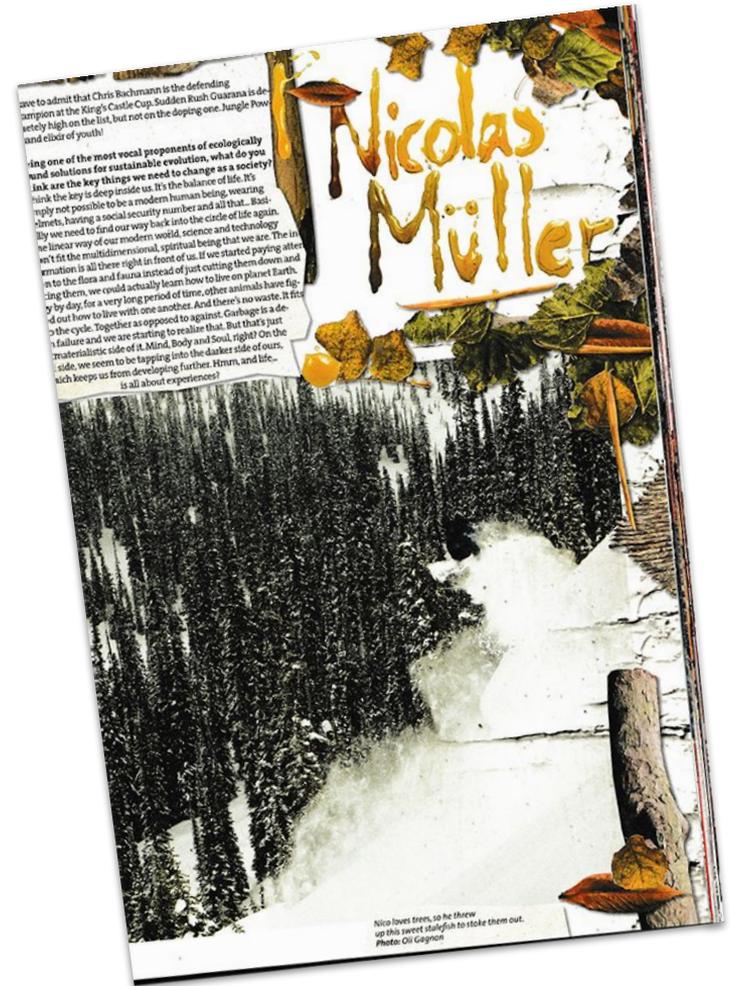
Merging physical artistry with Global Publishing. To maintain *Method* Mag's status as a premier voice in snowboarding culture, the creative direction needed to move beyond standard digital templates and embrace a raw, *hand-built* aesthetic.

THE ACTION

Mixed-Media Orchestration: Managed *Handmade* workflows, utilizing physical materials, including raw textures, hand-drawn elements, and real-world objects, to build multi-layered, tactile layouts. We ensured every page felt like a curated piece of art rather than a digital template.

Creative Coordination: Directed the collaboration between international photographers and street artists to capture high-concept visual stories that bridged the gap between raw art and professional publishing.

Logistics of Craft: Oversaw the complex logistics of studio-based physical production, ensuring that unconventional *analog* methods were successfully digitized to meet strict international deadlines.



FROM HOME-MADE TO INTERNATIONAL DISTRIBUTION

Founded in Barcelona, *EMA* evolved from a wicker suitcase of handmade prototypes into a globally distributed lifestyle brand. It was a masterclass in *Producing Joy*, transforming a personal creative spark into a scalable business with a footprint across Europe and California.



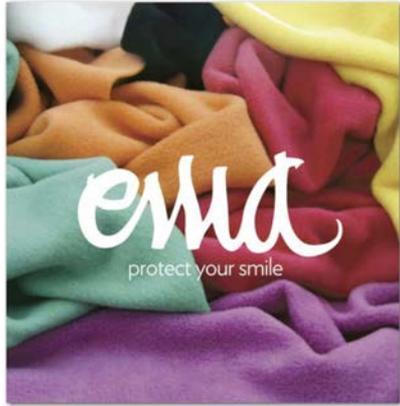
THE ACTION

Product Lifecycle: Managed development from hand-sketched concepts to factory production.

Global Supply Chain: Transitioned from artisanal home-production to professional European manufacturing.

Distribution Strategy: Built a hybrid DTC and wholesale model across +7 regions.

Community Curation: Managed an elite team of athletes representing the brand's "good vibes" philosophy.



THE RESULT

A Lifestyle Philosophy: Transformed EMA into more than a brand, **it became a community-driven philosophy of positivity** and *Protecting Smiles* through high-quality, limited edition, intentional design.

Operational Success: Scaled a self-sustaining brand **from a single suitcase** of samples into a professional international operation that successfully balanced *slow-fashion* values with global commercial logistics across **Spain, Andorra, France, Sweden, Germany, Austria, and California.**

EXPERIENCE DESIGN, CREATIVE SONRISAS ACADEMY

I developed a waitlist-only bilingual academy where the curriculum is based on art history. By turning language learning into an immersive art production, I achieved **100% organic growth and record-breaking student retention.**

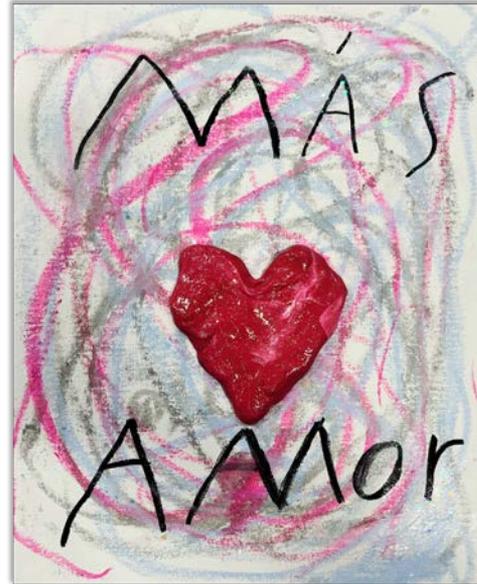
THE APPROACH

Curriculum Innovation: Developed a proprietary *Play-Based* method that uses the lives of masters (Picasso, Dalí, Miró, Monet) to teach language and creativity.

Engagement Strategy: Scaled the academy from a pilot program to a high-demand community institution with a consistent waitlist.

Artistic Production: Curated immersive student exhibitions and workshops that humanized the learning process and drove 100% word-of-mouth growth.

Brand Philosophy: Proved that *Positivity as a Strategic Asset* creates tangible business results and deep community loyalty.



LET'S PRODUCE THE FUTURE TOGETHER!

I am looking for my next challenge with a team that values innovation, intentionality, and the power of a well-told story.

I bring a unique blend of operational structure and creative soul to every project—thriving in the *messy middle* to turn big ideas into a flawless, joyful reality.

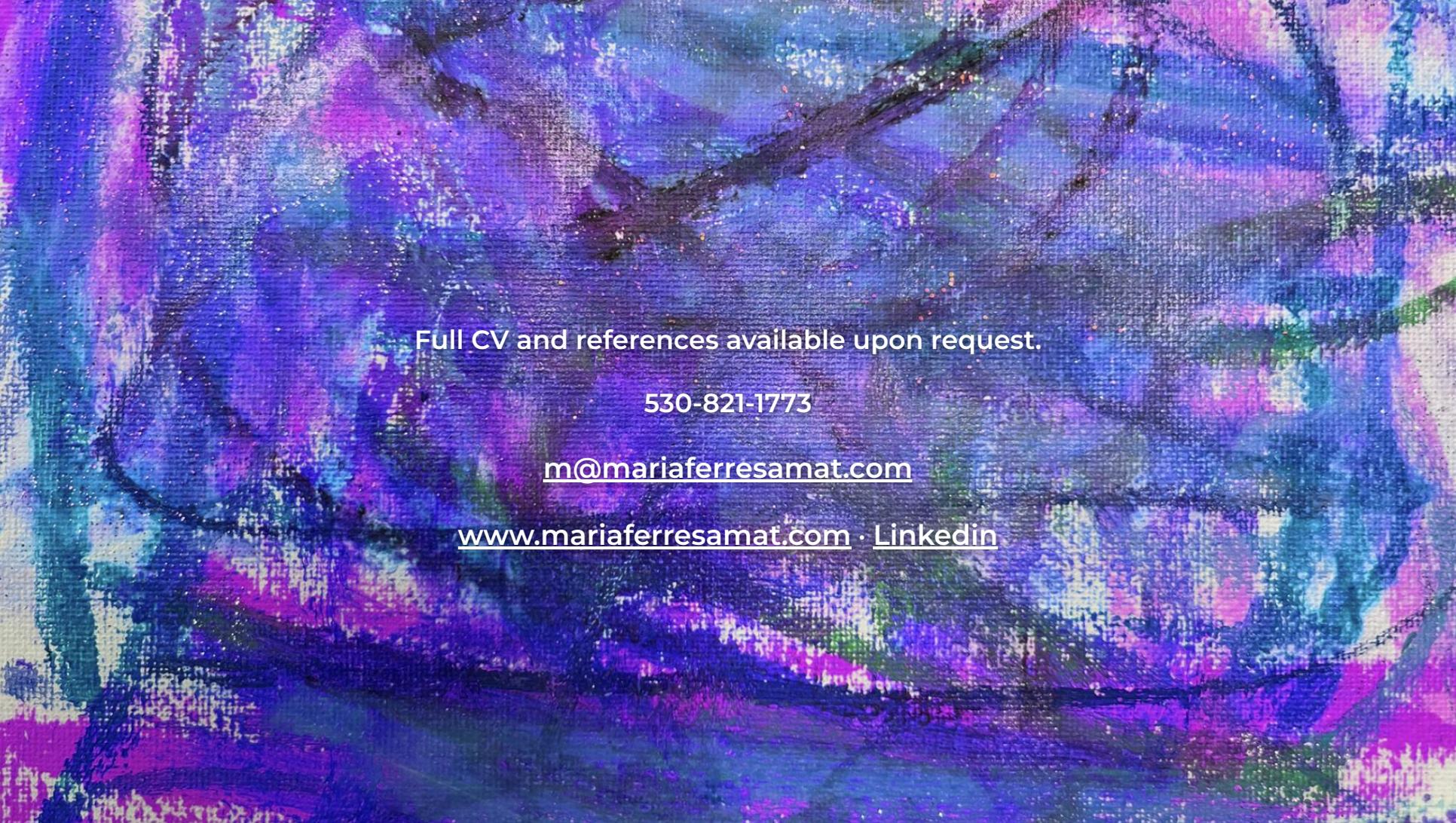
THE MISSION

Protect the Smile: Prioritizing positivity and *Good Vibes* as a strategic business asset.

Produce the Work: Managing complex global logistics and digital ecosystems with precision.

Elevate the Community: Building brand philosophies that bridge the gap between niche artistry, technology, and commercial success.





Full CV and references available upon request.

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