

The background is a vibrant, abstract composition of colors including purple, blue, teal, and magenta. The colors are layered and textured, with some areas appearing more saturated than others. A faint, dark outline of a human face is visible, particularly around the eyes and nose, suggesting a portrait that has been partially obscured or blended into the background. The overall effect is one of depth and artistic complexity.

Maria Norton

Creative Producer and Workflow Leadership

## MARIA NORTON [Linkedin](#)

Turning ambitious ideas into structured, scalable experiences.

### CORE CAPABILITIES

- Distributed Production Coordination (15–30 collaborators across regions)
- Creative Asset Lifecycle Management & Version Clarity
- Executive Presentation & Narrative Translation
- Cross-Functional Feedback Facilitation
- Scalable Program & Experience Design
- International Product & Brand Operations

### SELECTED IMPACT

- 4x digital growth for legacy retail institution
- International distribution across 7+ markets
- 90%+ program retention with waitlist-driven enrollment
- Coordinated multidisciplinary teams across U.S., Europe, and Asia

### 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 (Grisart).

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

**Languages:** Spanish (Native), Catalan (Native), English (Fluent), French (Basic)

# STRATEGIC MODERNIZATION OF A TAHOE INSTITUTION

## MOUNTAIN HARDWARE AND SPORTS

Retail Ecosystem Modernization & Narrative Systems Development. 40-year legacy retail institution with strong community trust but limited digital infrastructure.

### THE CHALLENGE

Modernize brand perception and build scalable digital presence without disrupting loyal customer base and style.

### THE STRATEGY

- Developed unified visual and messaging system across print, in-store, and digital
- Designed and launched the brand's first structured social media ecosystem
- Integrated community events into cohesive digital storytelling
- Balanced traditional media investment with phased digital transition
- Iterated messaging frameworks based on engagement data and community response



### THE IMPACT

- 4x social growth (500 → 2,000+)
- Doubled attendance at key community events
- National Awards for Best Marketing & Best Social Media
- Led cross-channel campaigns throughout a 4-year modernization initiative.

# FROM HOME-MADE TO INTERNATIONAL DISTRIBUTION

## EMA - PROTECT YOUR SMILE

Founded lifestyle brand in Barcelona from prototype stage.

## THE CHALLENGE

Scale production and distribution internationally while maintaining authentic brand identity.



## THE STRATEGY

- Managed full product lifecycle from concept to factory production
- Transitioned from small-batch home production to European manufacturing network
- Developed hybrid DTC & wholesale model across 7+ markets
- Recruited and led 15 sponsored athletes as brand ambassadors
- Navigated early-stage ambiguity, iterating product and distribution strategy in real time to balance growth and brand integrity.

## THE IMPACT

- Distribution across 7+ international regions
- Seasonal production runs of 500-1000 units
- Built a resilient international operation balancing brand integrity with commercial discipline
- Established loyal youth-culture community around brand identity

# TACTILE EDITORIAL PRODUCTION AND EVENTS

## METHOD MAG

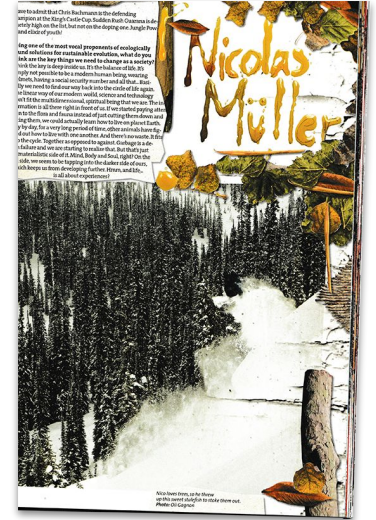
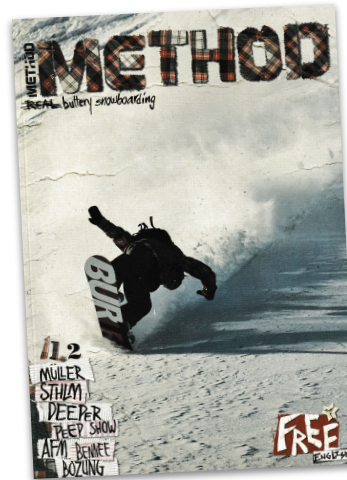
International snowboard publication operating within fast-paced youth culture.

## THE CHALLENGE

Merging physical artistry with Global Publishing. Deliver distinctive mixed-media visual identity while maintaining strict global publishing timelines.

## THE STRATEGY

- Directed collaboration between international photographers and artists
- Structured tactile-to-digital production workflows
- Managed analog-to-digital transitions under deadline
- Facilitated collaboration across geographically distributed creative contributors
- Supported global brand activations at ISPO and international competitions



## THE IMPACT

- Defined a differentiated editorial visual language that strengthened the magazine's cultural positioning within competitive youth markets
- Shaped cohesive narrative arcs across features, aligning riders, photographers, and artists around a unified editorial voice
- Increased collaborative engagement across international contributors and production cycles
- Preserved authentic representation of core snowboard culture while scaling global distribution

# EXPERIENCE DESIGN & COMMUNITY GROWTH

## CREATIVE SONRISAS ACADEMY

Founded bilingual experiential education platform integrating art history, storytelling, and immersive production.

### THE CHALLENGE

Design scalable programming model with strong retention and community trust in a small-market environment.

### THE STRATEGY

- Developed proprietary narrative-based curriculum framework
- Designed 10+ seasonal programs annually
- Structured immersive exhibitions as engagement and retention loops
- Built waitlist-driven enrollment model
- Designed engagement systems centered on human connection and creative expression



### THE IMPACT

- 100% organic growth (no paid acquisition).
- 80+ recurring after-school students annually
- 50+ summer campers across 7-week programs
- High multi-session retention (families enrolling in 2–6 sessions annually).
- Sustained strong retention through experience-driven community trust



## PRODUCTION APPROACH

Strong creative work is built on structure.

I approach every project with curiosity, ownership, and a bias toward action, building clarity from complexity and momentum from ideas.

Scalable creative systems are strongest when they are:

- Human-centered
- Iterative
- Collaborative
- Measurable
- Designed to scale

I design environments where creative vision and operational discipline work together — enabling teams to execute with confidence and adapt with agility.



The background is a complex, abstract composition. It features a dense, multi-colored pattern of purple, blue, and magenta. Overlaid on this is a fine, light-colored grid or mesh pattern. The overall effect is a textured, almost crystalline appearance with varying intensities of color and some darker, shadowed areas that create a sense of depth and movement.

530-821-1773

[m@mariaferresamat.com](mailto:m@mariaferresamat.com)

[www.mariaferresamat.com](http://www.mariaferresamat.com) · [Linkedin](#)