

The background is a vibrant, abstract composition of colors including purple, blue, green, and pink. The texture is grainy and layered, resembling a collage or a heavily textured painting. The colors are blended and layered, creating a sense of depth and movement.

Maria Norton

Creative Leader | Storytelling Systems & Experiential Design

MARIA NORTON www.mariaferresamat.com - [LinkedIn](#)

Turning ambitious ideas into structured, scalable experiences

I design systems that help creative ideas move from concept to real-world impact.

Over the past 15+ years I have worked across retail, publishing, product development, and education, building creative programs and storytelling frameworks that connect strategy with execution.

My work sits at the intersection of creative direction, operational systems, and audience engagement. I guide multidisciplinary collaborators to translate complex ideas into experiences that people can participate in, from brand ecosystems and global product launches to K-12 experiential learning environments.

CORE FOCUS AREAS

- Creative Production & Program Leadership
- Storytelling Systems & Narrative Frameworks
- Cross-Functional Collaboration
- Experiential Design & Community Engagement
- Brand Development & Creative Strategy

SELECTED IMPACT

- Coordinated multidisciplinary teams of 20+ collaborators across production environments
- Led digital transformation of a 40-year retail institution
- Scaled consumer brand across 7+ international markets
- Built experiential K-12 education platform with 100% organic growth



STRATEGIC MODERNIZATION OF A TAHOE INSTITUTION

MOUNTAIN HARDWARE AND SPORTS

Mountain Hardware and Sports is a 40-year community retail brand with strong local loyalty but limited digital infrastructure.

The challenge was modernizing the company's brand presence while preserving the trust built with a long-standing customer base.



APPROACH

- Designed a unified storytelling framework connecting in-store, print, and digital environments
- Built the company's first structured social media ecosystem
- Integrated community events into a broader digital storytelling strategy
- Guided the transition from traditional marketing to hybrid digital engagement



IMPACT

- 4x social media growth (500 → 2,000+)
- Doubled attendance at community events
- National recognition for marketing and social media excellence
- Established scalable storytelling framework supporting long-term brand growth

FROM HOME-MADE TO INTERNATIONAL DISTRIBUTION

EMA - PROTECT YOUR SMILE

EMA began as a handmade product concept in Barcelona and evolved into an action sports lifestyle brand distributed internationally.

The challenge was scaling production and distribution while preserving the authenticity that defined the brand's identity.



APPROACH

- Built brand identity and narrative system from prototype stage
- Transitioned production from small-batch manufacturing to European factory network
- Developed hybrid direct-to-consumer and wholesale distribution strategy
- Recruited and managed international network of athlete ambassadors

IMPACT

- Distribution across 7+ international markets
- Seasonal production runs of 500–1000 units
- Built global brand community rooted in youth culture
- Established operational structure supporting international growth

TACTILE EDITORIAL PRODUCTION AND EVENTS

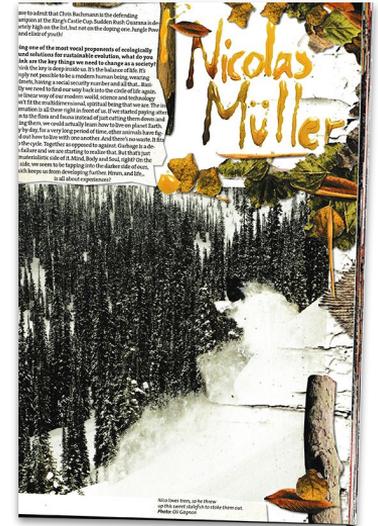
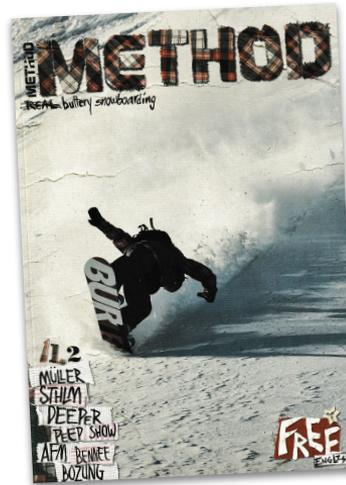
METHOD MAG

Method Magazine is an international snowboard publication operating within a fast-moving creative and cultural ecosystem.

The work required balancing creative experimentation with the operational discipline required for global editorial production.

APPROACH

- Coordinated collaboration between international photographers, artists, and writers
- Structured production workflows bridging physical art and digital publishing
- Managed timelines across distributed creative contributors
- Supported brand activations at global competitions and industry events



IMPACT

- Delivered cohesive storytelling across editorial features
- Strengthened collaboration across international contributors
- Maintained creative authenticity while scaling global distribution

EXPERIENCE DESIGN & COMMUNITY GROWTH

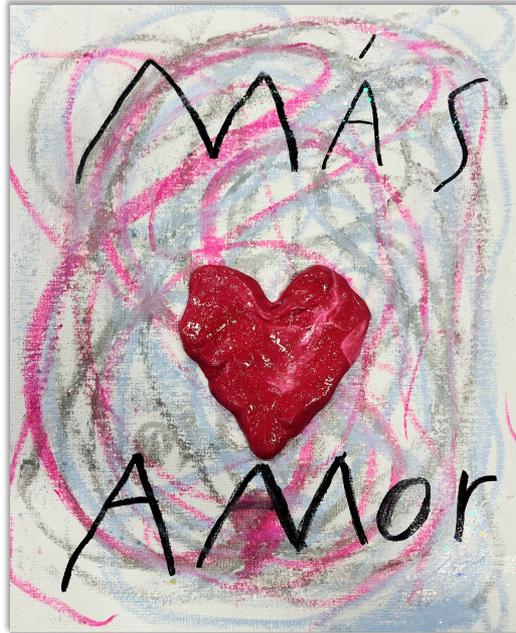
CREATIVE SONRISAS ACADEMY

Creative Sonrisas Academy is a bilingual K-12 experiential learning platform integrating art history, storytelling, and creative production.

The goal was to design programming that could scale sustainably while building strong community engagement.

APPROACH

- Developed proprietary narrative-based curriculum framework
- Designed immersive programs combining storytelling, art, and creative exploration
- Built engagement systems centered on community participation
- Created exhibitions and performances as experience-driven retention loops



IMPACT

- 100% organic growth without paid marketing
- 80+ recurring after-school students annually
- 50+ summer campers across multi-week programs
- High family retention with multi-session participation

EDUCATIONAL STORYTELLING & LEARNING DESIGN

TENGO UN FEELING

Author & Illustrator — 2024

Children's bilingual book designed to help young readers explore emotions while learning language through visual storytelling.

The project extends my work in experiential education, combining illustration, narrative, and emotional learning to create engaging entry points for language development.

The book has been presented through bilingual storytime sessions at community libraries and is currently used by teachers in classroom settings in California and Barcelona.

My experience developing bilingual storytelling sessions and creative curriculum inspired by books and narrative themes allows the story to extend beyond reading into hands-on creative projects and language exploration.

The final pages include an illustrated vocabulary recap and a *find-it* game designed to reinforce learning through playful interaction.





Maria Norton

530-821-1773 · m@mariaferresamat.com

www.mariaferresamat.com · [Linkedin](#)