

# B. Santa Maria

## Creative + Marketing

I'm a creative leader with a specialty in building cutting-edge departments that pioneer the advertising space. I moved *The Onion* into video (and Peabody-winning TV shows), I built *Something Massive's* content studio transforming them into a video-first agency, then I multiplied Best Buy's digital ROI before in-housing the creative department, making elite campaigns alongside the industry's top agencies. I have a creative background and a business pedigree: a BFA from CalArts, a LEAD from Stanford's GSB and an international MBA from Brown University and IE Business School in Madrid, Spain.

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Brown University, MBA  
Stanford GSB, LEAD  
IE Business School, Madrid  
CalArts, BFA

Beta Gamma Sigma · MENSA

The Peabody Award  
Digiday Award · Shorty Award  
Addy Awards · Slamdance  
Effie Award · The Show  
MadCon's 100 Top Marketers

### Skills

Creative Direction · Strategy · Budgeting  
Marketing · Leadership · Design Thinking  
360 Campaigns · Digital Media · Content  
Pitching · Talent Development  
Ent. Properties · Brand Identity · Identity  
Marketing Media Planning · Google Ads  
SEO Editing · Direction · Presentation  
Start Ups · Story · Narrative · More

### Platforms

Adobe · Office · Apple · Workfront  
Sprout · G Suite · Slack · Asana  
WebEx · Zoom · HootSuite · More

### Media

Television · Influencer · Social Native  
Organic · TikTok · Snapchat · Twitter  
Facebook · Nextdoor · Pinterest · Reddit  
Billboards · Web Banner · Mail  
Email · On-Site · Content · Print

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## Vice President Creative + Copy, Salty Lama

2022: Retail digital start-up in the sustainable space.

- 40 person team with rapid hiring.
- Brand standards, launch marketing, commerce UX, investor collateral.
- New product build-outs in pioneering space.

## Senior Creative Director, Internal Agency, Best Buy

2016-2021: *In-house creative*, with Errol Morris, Caviar, Darius Marder, more.

- **Full Brand Overhaul:** Launched and cascaded the first brand renewal in 30 years.
- **In-House Agency Building:** In-housed an industry-leading digital marketing team.

## Director Content, Something Massive

2013-2015: *Premier Digital Agency. Campaigns with* Disney, Sony, Fox, Universal, Pop, more.

- **Digital Programming:** Famous 8-series launch of Regal's award-winning digital studio.
- **Micro Studio Build-out:** Built our full production in-agency micro-content studio.

## Director Communications + Creative, Audyssey

2011-2013: *International technology company turned consumer product maker.*

- **Technology-to-product:** Packaged complex tech into consumer marketing.
- **Multiplied Spend Impact:** Exponentially increased impact on decreased money.

## Copywriter + Creative, Advertising Agencies

2008-2011 Agencies: Bailey Lauerma, Denizen, Maker Studios.

Brands: Union Pacific, ConAgra, Cargill, Qualcomm, Snapdragon, TD Ameritrade, more.

## Writer, The Onion

2007-2009, Bringing the classic satire to web video and live action content.

## Imagineer, Disney

2006-2007, Contract concept and story architect on rides and experience.

## TV Writer

CBS, Comedy Central, IFC, more.

## Founder, Fidem Fishers

Tithing-based luxury startup, currently in MVP: Launch 2022

## Board Member

University of California, Design Thinking Extension