

# MONICA ELISSA PEÑA

## CREATIVE ENTHUSIAST

Currently leveraging 15+ years of enterprise expertise through small business consulting and my return to service hospitality at Cooper's Hawk's Piccolo Buco.

I blend real-time consumer engagement with global problem-solving and operational agility that honors brand integrity at every table. Applying emotional intelligent awareness, bridges the gap between high-level strategy and frontline execution. Regardless of the environment, I remain a creative, always inspired.

### CBRE

#### Senior Graphic Designer

Global Product Marketing  
Creative Center of Excellence  
June 2018 - June 2024

Graphic Design Lead  
National Product Marketing  
June 2018 - Feb 2020

Remote

Optimized creative strategy for various enterprise marketing partners and internal creative talent retention initiatives by pioneering the integration of AI-driven design tools and automated workflows. Through brand kits, curated image and template libraries, onboarding materials, email marketing campaigns, video production, process guides and sales enablement materials; brand integrity and functional standards were significantly elevated

Propelled five global rebrands with a dedicated focus on the Host brand, aligning cross-functional teams with corporate governance to ensure a unified and elevated office hospitality market presence.

Developed and led "TED Email Talk" trainings to strengthen consistency in email campaign strategy, branding, and voice across teams.

Creative Talent Platform's (CTP) member: Vendor, Tool, and Research team, contributing to the strategy, design, and launch of the internal Global Marketing Creative portal; a centralized hub offering contacts, resources, curated asset libraries and creative inspiration for marketing partners across the company. Also served as a Mentor for the CTP Mentorship Program for junior designers.

Appointed Healthy Balance Council Advocate, promoting mental health awareness and fostering mindful relationships between employees and leadership.

### ASSURANCE

#### Graphic Design Specialist

Corporate Marketing  
June 2014 - Feb 2018

Hybrid

Delivered digital and creative solutions aligned with brand standards, ensuring consistency across all visual materials.

Coordinated, shot and managed corporate photo shoots, optimized print production processes, maintained vendor relations and project prioritization, under tight deadlines.

Enhanced web and mobile engagement through targeted prospect personas and multimedia content creation, including corporate leadership videos and brand assets.

Designed three internal cultural brands based on annual inspiration theme to facilitate shared success and internal engagement.

### COOPER'S HAWK WINERY & RESTAURANTS

#### Graphic Design Specialist

Restaurant Support Center  
June 2011 - June 2014

On-site

Primary designer for all brand assets maintaining integrity across a diverse range of printed marketing materials, from monthly newsletters, tasting sheets, checkbook flyers, member curated dinner menus, event collateral and poster designs to limited wine label design, shipment truck vinyl wrap and billboards

Executed bi-annual menu revisions and design refresh, optimizing promotional materials for enhanced customer engagement.

Vendor liaison.

### EDUCATION

#### University of Illinois at Chicago

Bachelor of Fine Arts in the  
College of Art and Architecture  
Graphic Design Major

### PROGRAM & AI EXPERIENCE

Microsoft Office · Acrobat  
After Effects Audition · Adobe Express  
InDesign · Illustrator · Lightroom  
Photoshop Premiere Figma  
Eloqua · Campaign Logic  
Salesforce Marketing Cloud  
Final Cut Pro · Lumen5 · Qumu  
Vimeo · Vidyard · Infogram  
Ceros · Ion Interactive · WellSaid

### BILINGUAL

English · Spanish

### BEYOND THE RESUME

Personal Project Creative · Yogi  
Family Photographer · Singer  
Home Chef · Latin Dancer  
World Traveler · Hoop Shooter  
Muay Thai Lover · Feng Shui Master

#### Creative Portfolio for Review

[monicapeña.com](http://monicapeña.com) 

### CONTACT

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### REFERENCES

Ricky Taniguchi  
Kenzie Kokta  
Armando Lopez  
Howard Little

