

Monica Elissa Peña

I am a Senior Creative Lead and Brand Strategist with over 15 years of national and global enterprise-level expertise. My passion for driving global rebrands, establishing visual identity, and maintaining governance lends itself perfectly to crafting seamless multi-channel campaigns. Actively, I scale brand strategies as an independent creative consultant for small businesses and keep sharp with real-time consumer engagement in hospitality. Wherever I am, my experiential awareness consistently bridges high-level vision with boots-on-the-ground execution.

CBRE

Senior Graphic Designer
Creative Center of Excellence
Global Product Marketing
June 2024 - Feb 2020

National Product Marketing
Feb 2020 - June 2018

Remote

Elevated brand integrity and creative strategy production for various enterprise marketing partners and internal creative talent retention initiatives by developing a broad range of collateral; brand kits, curated image and template libraries, onboarding materials, email marketing campaigns, video production, process guides and sales enablement materials; significantly elevating visual and functional standards.

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 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

a Marsh & McLennan Agency
LLC Company

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.

Contact

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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 • Home Chef
Family Photographer • Singer
Latin Dancer • Artesan Dough Roller
World Traveler • Hoop Shooter
Muay Thai Lover • Feng Shui Master

Creative Portfolio for Review
monicapeña.com



References

Kenneth Weaver | CBRE
Ricky Taniguchi | CBRE
Kenzie Kokta | Assurance
Jen Hammer | Cooper’s Hawk

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To Whom It May Concern,

I am pleased to recommend Monica Pena as she pursues new opportunities within the design industry. I had the opportunity to work with her for several years within the CBRE Center of Excellence, where she supported our global Facilities Management and broader Global Workplace Solutions business.

During our time working together, Monica brought a positive presence to the team and contributed to a variety of design-related efforts. She has a strong sense of visual thinking, a thoughtful approach to creative problem-solving, and the ability to support work across a complex, global business environment. Her experience in this setting gave her exposure to the needs of corporate stakeholders, internal clients, and geographically distributed teams.

One of Monica's greatest strengths is the energy and warmth she brings to a team. She is personable, approachable, and easy to work with, and she helped keep the team environment light and collaborative. Her upbeat personality made her a valued colleague, and I appreciated the spirit she brought to our day-to-day work.

While her role ultimately ended as part of organizational cutbacks, that decision was business-driven and not a reflection of her character or the positive contributions she made as part of our team. I enjoyed working with her and believe she would bring creativity, a collaborative attitude, and a strong interpersonal presence to a future design role.

I am happy to recommend Monica for consideration and hope she finds an opportunity where her design skills, creative thinking, and team-oriented personality can continue to grow and make an impact.

Sincerely,

Kenneth Weaver