



TIFFANY MASON

CREATIVE DIRECTOR | EXECUTIVE CREATIVE LEADER | BRAND STRATEGY | CREATIVE OPERATIONS | BUSINESS TRANSFORMATION

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Executive Leadership • Enterprise Brand Management • Brand Transformation • Creative Operations • Strategic Planning • Organizational Transformation • Executive Advisory • Executive Communications • Creative Direction • Art Direction • Integrated Marketing • Digital Strategy • Brand Governance • Change Leadership • Cross-Functional Leadership • Executive Stakeholder Engagement • Team Development • Budget Ownership • Vendor Management • Performance Optimization • Business Growth • AI Strategy • Generative AI Implementation • Creative AI Transformation • Workflow Automation

EDUCATION

Bachelor of Science in Graphic Design

Full Sail University,
Winter Park, FL

Bachelor of Science in CIS

Strayer University,
Washington DC, 2010
(Transferred)

CERTIFICATIONS

- Google AI Certificate (2026)
- Google PMP Certification Specialization (2025)
- Google UX Design Professional Certificate
- Google Digital Marketing & E-Commerce Professional Certificate
- Adobe Certified Expert (Photoshop, Illustrator, InDesign)
- Modern Leaders Mastermind
- Leadership Discipleship Certification
- Section 508 Accessibility Compliance Certification

EXECUTIVE SUMMARY

Creative executive with more than 17 years of experience leading enterprise brand strategy, creative operations, organizational transformation, and integrated marketing for national nonprofit organizations, federal agencies, and corporate clients. Trusted advisor to executive leadership with a proven history of modernizing creative operations, building scalable design systems, leading high-performing teams, and delivering measurable business outcomes.

Recognized for aligning creative vision with organizational strategy through enterprise brand management, digital transformation, executive communications, and operational excellence. Proven ability to lead cross-functional teams, optimize business processes, manage complex creative portfolios, and build collaborative partnerships that increase organizational performance and audience engagement.

EXPERIENCE

RAINN | CREATIVE DIRECTOR

2019 – Present

Provide executive leadership for enterprise-wide brand strategy, creative operations, and integrated marketing for the nation's largest anti-sexual violence organization. Partner directly with executive leadership to align creative investments with strategic priorities while leading brand governance, digital transformation, and operational excellence initiatives that strengthen organizational impact.

Lead multidisciplinary creative teams, agency partners, vendors, and cross-functional stakeholders through complex initiatives spanning marketing, fundraising, advocacy, executive communications, digital platforms, and national campaigns.

Selected Accomplishments:

- Directed enterprise-wide brand transformation initiatives that unified visual identity across marketing, fundraising, advocacy, public policy, and executive communications.
- Spearheaded the organization's comprehensive website redesign and visual brand refresh, increasing website traffic by 55% and conversion rates by 35% within six months.

AWARDS

Compassionate Champion
of Courage Award – RAINN
(2026)

Recognized for demonstrating exceptional leadership, compassion, resilience, and an unwavering commitment to advancing RAINN's mission while fostering collaboration and supporting colleagues across the organization.

Shorty Impact Awards –
Public Safety Audience
Honor (2024)

Recognized as part of the creative leadership team behind RAINN's award-winning 30th Anniversary Campaign.

EXECUTIVE
IMPACT

- 17+ Years of Executive Creative Leadership
- Former Interim Vice President of Communications
- Creative Director for the Nation's Largest Anti-Sexual Violence Organization
- Led Enterprise Brand Transformation Initiatives
- Increased Website Traffic by 55%
- Increased Conversion Rates by 35%
- Increased Campaign Engagement by 60%
- Reduced Creative Project Turnaround by 30%

- Directed national integrated marketing campaigns that increased digital engagement by 60% while expanding organizational awareness and audience reach.
- Redesigned enterprise creative operations through scalable workflows, governance frameworks, intake systems, and quality assurance standards, reducing project turnaround time by 30%.
- Developed enterprise brand governance standards, creative toolkits, presentation systems, and brand resources adopted across six departments.
- Implemented enterprise project management systems using Asana, improving organizational transparency, resource planning, and executive reporting.
- Served as a strategic advisor to executive leadership, translating organizational priorities into measurable creative strategies that advanced business objectives.
- Directed cross-functional initiatives involving executive leadership, department heads, marketing, development, communications, policy, technology, and external agency partners.
- Managed an annual creative budget exceeding \$500K, agency relationships, production vendors, and enterprise creative resources while ensuring strategic investment and on-time delivery.
- Championed AI adoption across creative operations by implementing generative AI workflows, prompt engineering standards, and automation strategies that improved productivity while maintaining brand integrity.
- Partnered with the President & CEO and executive leadership to provide strategic counsel on enterprise branding, organizational communications, major initiatives, and creative investments.

RAINN | INTERIM COMMUNICATION VICE PRESIDENT

2022 – 2023

Selected by executive leadership to lead the Communications Department during a critical leadership transition. Directed enterprise communications, executive messaging, creative operations, and cross-functional strategic initiatives while advising senior leadership on organizational communications and business priorities.

Selected Accomplishments:

- Directed enterprise communications strategy supporting executive leadership, organizational transformation, and mission-critical initiatives.
- Managed communications, creative, and cross-functional teams while improving collaboration, accountability, and operational efficiency.
- Reduced project delivery timelines by 20% through improved operational processes and governance.
- Led executive communications for high-profile initiatives, ensuring alignment among internal stakeholders, board leadership, partners, and external audiences.
- Strengthened organizational visibility through integrated communications strategies that increased audience engagement by 50%.
- Guided organizational change initiatives through strategic communications, executive advisory, and change management planning.
- Oversaw departmental resource planning, agency partnerships, and communications operations while supporting executive decision-making.

VISUAL VISIONS CREATIVE STUDIO | CREATIVE DIRECTOR

2007 – Present

Founded and scaled a full-service creative agency delivering enterprise branding, creative strategy, digital marketing, and communications solutions for nonprofit organizations, Fortune 500 suppliers, federal agencies, and corporate clients.

- Trusted Executive Advisor to Senior Leadership
- Built Enterprise Creative Operations & Governance Frameworks
- Founder & Creative Director, Visual Visions Creative Studio
- Shorty Impact Award Audience Honor Recipient
- RAINN Compassionate Champion of Courage Award Recipient

Direct all aspects of business operations including executive consulting, creative strategy, business development, financial management, client partnerships, vendor negotiations, and organizational growth.

Selected Accomplishments:

- Directed brand strategy, creative operations, and integrated marketing initiatives for more than 50 organizations across nonprofit, government, and private sectors.
- Built long-term executive partnerships serving as a trusted advisor on enterprise branding, creative transformation, organizational communications, and marketing strategy.
- Led multi-channel marketing campaigns generating more than 1 million audience impressions.
- Managed agency operations including project portfolios, budgets, vendor relationships, production oversight, and resource allocation.
- Built and mentored multidisciplinary creative teams while developing scalable workflows that improved productivity and delivery performance.
- Delivered strategic communications and creative services for organizations including the U.S. Department of Defense, U.S. Department of Housing and Urban Development, U.S. Securities and Exchange Commission, U.S. Department of the Interior, National Women's Business Council, and Citizen Soldier Magazine.

VISUAL VISIONS CREATIVE STUDIO | SENIOR GRAPHIC DESIGNER 2007–2010

Led enterprise branding, integrated marketing, digital communications, and creative production initiatives while partnering with executive stakeholders to deliver strategic visual communications.

Selected Accomplishments:

- Introduced enterprise creative workflows that significantly increased production efficiency.
- Developed organization-wide brand standards and scalable design systems.
- Directed high-profile creative initiatives while maintaining exceptional quality, consistency, and on-time delivery.
- Partnered with executive stakeholders to align visual communications with business objectives.

FEDERAL AVIATION ADMINISTRATION | PROGRAM ANALYST / GRAPHIC DESIGN SPECIALIST 2005–2011

- Produced executive-level communications, presentations, technical publications, and branding materials supporting national aviation initiatives.
- Collaborated with cross-functional federal stakeholders to communicate complex information through clear, accessible visual design.

CENTER FOR CHILDREN'S LAW AND POLICY | GRAPHIC DESIGNER 2003–2005

- Developed print and digital communications supporting national juvenile justice initiatives.
- Produced publications, reports, and advocacy materials that strengthened organizational outreach and public engagement.