

AMAYA DE VLEESCHAUWER

EXPERIENTIAL ACCOUNT MANAGER/ CREATIVE PRODUCER

AMAYA015@YAHOO.COM / MIAMI-FT. LAUDERDALE, FL / (910) 274-1570

SUMMARY

As an inventive hybrid and experiential leader, I orchestrate brand activations from inception to realization, paying close attention to detail and nurturing a passion for immersive narratives. My experience, encompassing creative production, account management, and strategic brainstorming, allows me to craft experiences that truly captivate audiences and drive brand impact.

WORK EXPERIENCE

ACCOUNT MANAGER / THE CONCIERGE CLUB, MIAMI (FREELANCE) / JANUARY 2025–APRIL 2025

- Lead client communications and project execution for high-profile experiential marketing campaigns
- Manage cross-functional teams across conceiving, creative, and production phases
- Own budgets, timelines, and deliverables with a white-glove, detailed-oriented approach

Clients: IFF (International Flavor & Fragrances Inc.)

DIRECTOR OF EXPERIENCE / MIAMI AD SCHOOL, PUNTA ANA (CONTRACT) / APRIL 2020–PRESENT

- Founded and developed the Experiential Marketing Bootcamp, launched in 2021
- Founded and developed the Path Finder Program
- Curated curriculum blending creative strategy, production, and real-world client projects
- Led operations for online and in-person bootcamps, including Punta Cana's Experiential Immersion Weekend
- Facilitated workflows using Trello, vendor coordination, and stakeholder feedback
- Fostered partnerships and managed cross-cultural, bilingual teams

ACCOUNT DIRECTOR/ WDIAS DESIGN INC, MIAMI (FREELANCE) / JUNE 2022–PRESENT

- Manage branding projects from concept to delivery with a focus on client satisfaction and high-quality outcomes
- Create scope of work, budget sheets, and timelines for the internal team and client alignment
- Oversee day-to-day project execution, ensuring stakeholder feedback is implemented efficiently

Clients: LexisNexis (SLG, FedGov, Law360, LargeLaw, CorporateLaw), ADP

ACCOUNT DIRECTOR/ STREET ATTACK, NYC (FREELANCE) / JULY 202–PRESENT

- Lead experiential production and creative concept development for national brand activations
- Manage guerrilla style marketing campaigns
- Build and manage cross-functional freelance teams; onboard new creatives and producers
- Produce ROS, budget sheets, manage vendor relationships and coordination
- Handle client and team communication

Clients: Pepsi, PBR, Bubly, CCCP, JOKR, Metaverse

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WORK EXPERIENCE

EXPERIENTIAL ART DIRECTOR/ TEAM, MIAMI (FREELANCE) / JUNE 2020–SEPTEMBER 2020

- Created client-facing presentations and mood boards for activations
- Designed mock-ups and visual concepts for experiential campaigns
- Translated stakeholder feedback into actionable design iterations

Clients: Vuse, F1

EXPERIENTIAL ART DIRECTOR/ EVERLAST PRODUCTIONS, MIAMI (FULL-TIME) / AUGUST 2019–MARCH 2020

- Ideated and designed concepts for events and brand activations
- Created mood boards, space layouts, and fabricated elements
- Handled event logistics, production timelines, and vendor communications

Clients: Bacardi, Viacom, Pandora, European Wax Center, Miami Heat, Grey Goose, Mayor's Gala

JR. ART DIRECTOR / EDELMAN, NYC (INTERNSHIP) / APRIL 2019–JUNE 2019

- Developed creative concepts and mock-ups for social campaigns
- Produced presentations and assets for major brands

Clients: Samsung, TAZO, V+Hydrate, Talitha Kum, Ishares

JR. ART DIRECTOR & PR MANAGER / THE WORKSHOP COLLECTIVE, MIAMI (INTERNSHIP) / JULY 2018–SEPTEMBER 2019

- Assisted with lifestyle and product photoshoots
- Designed pitch decks and event concepts

Clients: Carillon Hotel, The Anderson, Coyo Taco, 1-800-Lucky, ONE Hotel, MeMiami

EDUCATION

MASTER OF SCIENCE, GLOBAL STRATEGIC COMMUNICATION/ FLORIDA INTERNATIONAL UNIVERSITY / 2017–2019

ART DIRECTION, PORTFOLIO PROGRAM/ MIAMI AD SCHOOL (MIAMI) / 2017–2019

BACHELOR OF ARTS, COMMUNICATION AND ADVERTISING / UNIVERSITY OF NORTH CAROLINA WILMINGTON / 2012–2016

SKILLS & TOOLS

ACCOUNT MANAGEMENT / EXPERIENTIAL STRATEGY/ CREATIVE PRODUCTION/ VENDOR MANAGEMENT/ PRESENTATION DESIGN / CLIENT RELATIONS/ FLUENT IN GERMAN & ENGLISH (CONVERSATIONAL SPANISH) // TRELLO/ ASANA/ GOOGLE DRIVE/ ADOBE SUITE (PSD, AI, INDD) / MICROSOFT OFFICE/ WIX/ ZOOM/ WHEREBY