

# AMAYA DE VLEESCHAUWER

## Freelance Account Director | Creative Producer | Brand Experience Strategist

Miami–Fort Lauderdale, FL

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[www.amayaexperience.com](http://www.amayaexperience.com)

## SUMMARY

Experiential marketing and brand experience leader with 6+ years of experience across account management, client services, and creative production. Skilled in leading cross-functional teams, managing budgets and stakeholders, and delivering high-impact events and activations from concept through execution.

## PROFESSIONAL EXPERIENCE

### Account Manager (Freelance) The Concierge Club | Miami, FL

Jan 2025 – May 2026 (Client: IFF International Flavors & Fragrances)

- Lead high-impact experiential activations and brand events from concept through execution, including on-site delivery
- Serve as primary lead for client services and stakeholder management, aligning business goals with creative and production outputs
- Lead end-to-end project execution, including timelines, budgets, and vendor coordination
- Collaborate with cross-functional teams and senior stakeholders to deliver premium, white-glove brand experiences

### Account Director (Freelance) StreetAttack | New York, NY

Jul 2021 – Present (Clients: INFINITI, IBM, Pepsi, JD Sports)

- Lead experiential marketing programs and multi-market activations across multiple markets for national and global brands
- Own end-to-end campaign management, including planning, budgeting, vendor management, and execution
- Direct cross-functional teams across creative, production, staffing, and operations
- Serve as primary client lead, driving stakeholder alignment and ensuring successful program delivery

### Account Director (Freelance) WDIAZ Design Inc. | Miami, FL

Jun 2022 – Present (Clients: ADP, LexisNexis)

- Lead brand strategy and marketing initiatives for enterprise clients, supporting broader business objectives

- Manage client relationships and account leadership, acting as a strategic partner across engagements
- Develop scopes of work, budgets, and timelines, ensuring alignment between creative execution and business objectives
- Oversee delivery of brand systems, campaigns, and design projects across digital and marketing touchpoints

### **Director of Experience (Contract) Miami Ad School Punta Cana**

*Apr 2020 – Present*

- Founded and scaled the Experiential Marketing Bootcamp, a program focused on experiential strategy and campaign execution
- Designed curriculum covering experiential marketing, brand strategy, and customer experience (CX)
- Lead program operations and cross-functional coordination
- Managed both virtual and in-person programming, including immersive experiential events and workshops

### **Experiential Art Director Everlast Productions | Miami, FL**

*Aug 2019 – Mar 2020 (Clients: Bacardi, Viacom, Miami Heat)*

- Supported development and execution of experiential campaigns and live events for global brands
- Contributed to creative concepting, spatial design, and production logistics

### **Additional Early Work Experience**

- Supported campaign development and creative production at Edelman (NYC) and The Workshop Collective (Miami)

## **EDUCATION**

M.S. Global Strategic Communication – Florida International University

Art Direction Program – Miami Ad School

B.A. Communication & Advertising – University of North Carolina Wilmington

## **SKILLS & TOOLS**

Experiential Marketing • Account Management • Client Services • Project Management • Brand Strategy • Budget & Vendor Management • Cross-Functional Leadership | Trello • Asana • Figma • Adobe Creative Suite • Google Workspace • Microsoft Office | English (Fluent) • German (Fluent) • Spanish (Conversational)