

TAMARA WEAVER

Senior Creative Director / Art Director

Santa Barbara, CA · 805-636-2014 · tamaradweaver@gmail.com · tamaradweaver.com

PROFILE

Senior creative leader with 20+ years building brands and scaled creative systems for B2B SaaS and tech companies. Hands-on art director and design strategist with deep experience designing for small business audiences across construction, healthcare, and SMB software. Proven at translating strategy into integrated campaigns and at building the systems, templates, and rituals that let creative scale across teams, agencies, and global regions. Fluent in AI-augmented creative workflows.

EXPERIENCE

Associate Creative Director — CrossnoKaye

May 2025 – Present

Santa Barbara, CA · Industrial IoT / Climate Tech

- Lead integrated marketing creative across ABM, PR, paid acquisition, events strategy, and demand gen nurture campaigns for an industrial IoT platform decarbonizing cold storage and food production.
- Establishing creative foundation, brand system, and visual language from the ground up for an early-stage company with global ambitions.
- Integrating generative AI tools into the creative workflow to accelerate concepting, production, and scaled output across channels.

Associate Creative Director / Sr. Manager, Brand Enablement — Procore

May 2018 – Feb 2025

Construction tech SaaS · IPO 2021 · Global scale

- Led and scaled creative strategy for international marketing campaigns across 6 global regions during the company's IPO phase, contributing to a 30% increase in international brand recognition.
- Created a global brand enablement program — guidelines, templates, training, DAM — that onboarded 25+ agencies and internal teams across multiple continents and replaced reliance on the central creative team for in-region production.
- Spearheaded the global design system, messaging architecture, and template library (TOFU/MOFU/BOFU), sourcing and managing 20+ agencies and contractors to maintain consistency at scale.
- Provided art direction for 10+ international customer films and photoshoots, partnering with regional brand managers and production agencies to deliver authentic, high-quality narrative.
- Partnered with stakeholders on 10+ strategic events and global brand campaigns, increasing audience engagement by 25%.

Creative Director — PatientPop

May 2016 – May 2018

Healthcare SaaS for small medical practices · Series C

- Built the brand from scratch — identity system, brand book, positioning, voice — for a SaaS platform serving thousands of small healthcare practices.
- Managed a cross-functional team of 10+ across SEO, demand gen, web, PR, and content; partnered with executives on quarterly brand initiatives that drove a 20% lift in brand visibility.
- Built the social and editorial content engine, resulting in 25% growth in social engagement and 15% increase in organic traffic.

Creative Director — ONTRAPORT

Apr 2013 – Apr 2016

All-in-one SaaS for small businesses and entrepreneurs

- Directed brand strategy across 20+ touchpoints internal and external, building multi-channel directives aligned with quarterly business goals — 15% YoY growth in brand awareness.
- Wireframed and prototyped marketing site improvements that increased website conversion rates by 20%.
- Established scalable production specifications, improving the efficiency of content creation and design workflows.

Art Director — Ideawork Studios

May 2012 – Apr 2013

Boutique agency · Hospitality, fitness, lifestyle brands

- Designed and concepted collateral, e-blasts, mobile, and web for Hard Rock Hotel, Jean-Georges Restaurant Group, King & Grove Hotels, UFC Gyms, and Crunch Gyms.
- Partnered with engineering on promotional e-blasts, web campaigns, and mobile interfaces; led client presentations and creative briefs.

Design Director / Art Director — The Santa Barbara Independent

Jan 2007 – May 2012

Editorial · Weekly newspaper and digital

- Art directed print and web production; led a full web redesign that drove a 25% increase in online traffic.
- Developed identity, collateral, and concepts for branded franchises including Santa Barbara Local Heroes, Best of Santa Barbara, the Local Foodie Awards, and the Summer Camp Guide.
- Pioneered the first 3-part Independent Film Festival Guide series, driving traffic to online promotions; redesigned the events section, increasing in-section ad sales by 10%.

Earlier — Town & Country magazine (NYC), The Shand Group

2001 – 2007

- Graphic Designer / Marketing Coordinator at The Shand Group Advertising Agency (2005–2007); Marketing/Sales Assistant at Town & Country (2001–2003) supporting the Jewelry, Auto, and Fur categories.

SKILLS

Creative leadership Brand identity & systems, art direction, integrated campaigns, design ops, creative team & agency management

Design execution Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Figma, Keynote, PowerPoint

Motion & video After Effects, Final Cut Pro (working knowledge); direction of motion and film production

Web HTML, CSS (working knowledge), wireframing, prototyping

AI in workflow Generative AI tools integrated into concept, production, and scaled creative output

Marketing fluency ABM, demand gen, paid acquisition, PR, events, brand enablement, DAM

EDUCATION

UCSB Extension — Graphic Design & Visual Communications, 2005

The Catholic University of America — B.A. Media Studies, Washington, DC, 2001