

THE LOUDEST NOISE COMES FROM A ROCKIN' DESIGN

MARIA presented by ALLER

CREATIVE DIRECTOR, STRATEGIST, EXPERIENTIAL DESIGNER

ALSO KNOWN AS THE TREND HUNTER, LEADER OF THE PACK, BRAND IDENTITY GURU,
USER EXPERIENCE SPECIALIST, WOLF WRANGLER, TYPE ROMANCER, DEADLINE FIRE FIGHTER,
OPTIMIST, PROBLEM SOLVER, AND CRASHER OF THE BOYS CLUB

Leading the way with industry recognition
from The American Advertising Federation,
The Stevie Awards, Loyalty 360, and MM+M

greatest hits can be found at
ITSABOOTSTOMPER.COM

SEEN ON STAGE WITH

Bayer, Verizon, TJX, Best Buy, Pet Smart, Gap, BayCare, Williams-Sonoma, HPE, Microsoft,
Mitsubishi Tanabe, Ironshore, Ferring, AbbVie, GSK, Almirall, Stein Mart, Endo Aesthetics,
SK Life Sciences, Avis, Eckerd, Bright House Networks, Wawa, Pizza Hut, Hilton Worldwide,
The Peabody Orlando, Moffitt Cancer Center, Scout Boats, and HSN Inc

..... found behind the scenes

CUTTING THROUGH CORPORATE NOISE WITH HIGH-OCTANE VISUAL STRATEGY

AND GUEST APPEARANCES BY

Creative Strategy • Loyalty Marketing • Experiential Design • Website Design • UX/UI • CRM Strategy • Product Launch
Information Architect • Strategic Project Planning • Collaboration • App Design • VR/AR/AI • Leadership
Communication Planning • Email Marketing • Data Driven Design • Corporate Branding • Event Coordinating
New Business Pitching • Incentive Based Design • Concepting • eComm/Shopify • Product Design

TO BOOK A GIG, PLEASE CONTACT MARIA AT 407-616-7420 OR ITSABOOTSTOMPER@GMAIL.COM

Brought to you by the University of Central Florida, Bachelor of Fine Arts specializing in Graphic Design

MARIA ALLER

CREATIVE DIRECTOR, STRATEGIST, EXPERIENTIAL DESIGNER

407-616-7420 | itsabootstomper@gmail.com | itsabootstomper.com

CREATIVE OVERVIEW

Award-winning Creative Innovator with 15+ years leading integrated campaigns, experiential marketing initiatives, digital innovation, and brand experiences for Fortune 500 companies and emerging brands. I create human-centered experiences that connect strategy with emotion, inspire action, and deliver measurable business impact.

My approach is rooted in a "zero-click" philosophy. The belief that in today's world, speed, simplicity, and emotional relevance are the keys to earning attention. Whether developing a live experience, digital ecosystem, healthcare campaign, or consumer brand, I combine creativity with business strategy to build seamless, integrated experiences that people don't just see, they remember.

From loyalty marketing and UX to experiential design and brand storytelling, I've led cross-functional teams in delivering 360° campaigns that drive engagement, generate revenue, and solve complex business challenges. I thrive at the intersection of creative vision and operational excellence, mentoring teams, presenting ideas with confidence, and transforming insight into work that respects both the customer experience and the bottom line.

AREAS OF EXPERTISE

• XD/UX/UI	• Leadership/Mentoring	• Program Strategy	• Creative Direction
• Information Architect	• Collaboration	• Animation/Motion Design	• Art Direction
• Strategic Project Planning	• Organizational Strategy	• Product Launch	• Copywriting
• CRM/Social Strategy	• Client Rapport	• Packaging Design	• Corporate Branding
• App Design	• Budgeting	• Loyalty Marketing	• Experiential Design
• VR/AR/AI	• Incremental Revenue	• Print Production	• Concepting
• Adobe Creative Suite	• Figma	• CapCut	• Systems & Scaling

THERAPEUTIC AREAS: Core Specialty: Neurology & Neurodivergence (ALS, ADHD), Oncology, Dermatology, Immunology
Experience: Pulmonology, Medical Device, Hospital Patient Care, Market Access, Health Insurance, HealthTech, Consumer Wellness, Gene Therapy

WORK EXPERIENCE

FOUNDER, CREATIVE DIRECTOR, LITERAL SHAPE SHIFTER

SHAPESHIFTER FISH AND FRIENDS AUGUST 2021 - PRESENT

- Founded and scaled a consumer lifestyle brand, leading creative direction, brand strategy, product development, live events, customer experience, ecommerce, and integrated marketing.
- Directed every brand touchpoint—from retail activations and merchandising to product design, packaging, photography, website UX, email marketing, and social media—creating a cohesive omnichannel customer experience.
- Leveraged AI, automation, and real-time customer insights to optimize product strategy, marketing, ecommerce operations, CRM, and fulfillment, building a scalable business capable of running with minimal day-to-day oversight.
- Serve as the public face of the brand through television appearances, live presentations, media interviews, and community partnerships, strengthening brand awareness, consumer trust, and customer engagement.

CREATIVE CONSULTANT, AGENCY ARCHITECT, MARKET ACCESS MUSE

BLUE MATTER CONSULTING SEPTEMBER 2025 - August 2026

- Established the AI powered, creative foundation for a newly formed Market Access agency, defining creative processes, team responsibilities, workflows, and quality standards to support scalable growth.
- Lead multidisciplinary teams in developing strategic, compliant, and visually compelling multichannel communications across oncology, rare disease, and specialty therapeutics.
- Partner with strategy, medical, and client teams to translate complex market access challenges into human-centered creative solutions that improve understanding and influence stakeholder decision-making.
- Mentor designers while fostering a collaborative creative culture focused on innovation, efficiency, and exceptional client service.

Work Experience Continued...

WORK EXPERIENCE (continued)

ASSOCIATE CREATIVE DIRECTOR, HCP INFLUENCER, FAIR BALANCE FAIRY

BW HEALTH GROUP FEBRUARY 2022 - JUNE 2025

- Led creative strategy and integrated HCP campaigns across digital, print, sales enablement, and field communications.
- Directed an ADHD brand relaunch that contributed to a 58% increase in prescriptions and record-breaking commercial performance.
- Partnered with cross-functional teams to deliver campaigns that drove a 32% prescription increase in the first half of 2024.

CREATIVE CONSULTANT, FREELANCE ACD, BOUNDARY CROSSER

DIGITAS HEALTH OCTOBER 2021 - JANUARY 2022

- Developed integrated creative concepts supporting the launch of a first-in-class cosmetic injectable within a highly regulated healthcare environment.

OWNER, CREATIVE DIRECTOR, SMALL BUSINESS CHAMPION

WOOD OVER WATER JUNE 2020 - JUNE 2022

- Built and launched 50+ brands, gaining hands-on experience in business strategy, scalability, operations, and customer growth.

EXPERIENTIAL DESIGN DIRECTOR, EVENT MANAGER, IDEA GENERATOR

TECH DATA JANUARY 2019 - JUNE 2020

- Directed experiential marketing initiatives from concept through execution, creating award-winning live events, executive presentations, and immersive brand experiences for global technology partners.
- Led cross-disciplinary creative teams across strategy, design, production, and development to deliver integrated campaigns aligned with business objectives.
- Designed and managed large-scale main stage experiences for executive audiences, translating complex technology messaging into compelling visual storytelling.
- Spearheaded a \$1M integrated digital campaign featuring an interactive lead-generation experience that increased B2B inquiries by 100%.
- Championed the adoption of 3D visualization and emerging technologies, contributing to award-winning campaigns that increased audience engagement by 25%.
- Collaborated with production partners, vendors, and internal stakeholders to successfully execute experiential programs from concept through installation.
- Mentored junior designers through structured coaching, creative feedback, and professional development initiatives that elevated overall team performance.
- Earned five ADDY Awards recognizing excellence in experiential marketing, live event design, and integrated creative campaigns.

ASSOCIATE CREATIVE DIRECTOR, LEAD STRATEGIST, WOLF WRANGLER

KOBIE MARKETING AUGUST 2014 - NOVEMBER 2018

- Led cross-functional teams of designers, developers, strategists, producers, and writers to deliver integrated campaigns and customer experiences for Fortune 500 brands including Verizon, Best Buy, Gap, PetSmart, Williams-Sonoma, and BayCare.
- Partnered with executive clients to identify business goals and transform insights into omnichannel experiences that increased engagement and strengthened brand loyalty.
- Directed projects from strategy to execution, including customer journey mapping, UX, testing, and optimization.
- Built collaborative creative teams through mentorship, feedback, and strategic leadership.
- Earned 19 American Advertising Federation ADDY Awards for excellence in integrated marketing, customer experience, and digital innovation.

INTERACTIVE ART DIRECTOR, CUSTOMER EXPERIENCE LEAD, PIXEL PUSHER

HSN, INC OCTOBER 2011 - AUGUST 2014

- Developed customer experience strategies informed by behavioral insights and performance data to improve acquisition, engagement, and long-term customer loyalty.
- Directed multidisciplinary teams through ideation, UX strategy, design, optimization, and implementation of digital shopping experiences.
- Partnered with merchandising, production, and marketing teams to create integrated digital storefronts that complemented televised campaigns and increased online conversion.
- Enhanced the HSN Arcade customer engagement platform through new gamification strategies and incentive programs, increasing average page engagement by 17 seconds.

INTERACTIVE ART DIRECTOR, DIGITAL DESIGNER, FASHIONISTA - &BARR JANUARY 2008 - SEPTEMBER 2011

INDUSTRIAL DESIGNER, 3D MODELER, LABEL PEELER - STA ELEMENTS JUNE 2007 - DECEMBER 2007

GRAPHIC DESIGNER, BRAND IDENTITY GURU, CRASHER OF THE BOYS CLUB - HIGHER ADVERTISING APRIL 2004 - MAY 2007