

Tatiana Vidal

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 **PORTFOLIO:** beyondthevector.com

Executive Creative Director

Accomplished, skilled, results-driven, and visionary leader with 18+ years of sales and marketing leadership experience, including in-depth expertise in crafting meaningful brand narratives and implementing creative strategies to enhance brand identity across digital, print, social, broadcast, radio, and experiential platforms.

Creative and visionary leader with a strong record of crafting and executing strategies that drive brand growth while fostering cultural impact and emotional connection. Demonstrates established proficiency in designing culturally rich, values-driven storytelling that aligns with brand standards and supports brand goals and purpose, creating impactful, resonant narratives. Skilled at leading campaign development across digital, print, social, broadcast, radio, and experiential platforms, generating measurable results across earned, shared, and owned channels. Known for close collaboration with strategic communications, social impact, digital marketing, and content teams to bring creative ideas to life in cohesive, high-impact campaigns. Passionate about championing cultural pride, emotional awareness, and community connection through initiatives that resonate with diverse audiences and elevate brand identity. Recognized for clearly conveying complex concepts and building lasting, constructive relationships with stakeholders across all levels.

AREAS OF EXPERTISE

- Digital Content Design & Creation
- Creative Strategy Development
- Brand Identity & Awareness
- Educational Content Development
- Team Leadership & Mentorship
- Project Lifecycle Management
- Client & Stakeholder Management
- Cultural & Emotional Intelligence
- Creative Direction & Storytelling

PROFESSIONAL EXPERIENCE



Tatis' Kitchen LLC – San Diego, CA

2010 — Present

Owner & Creative Director

Established a dynamic production company focused on crafting educational and engaging media content across multiple platforms, specializing in bilingual storytelling tailored for children. Currently creating an Ed-Tech storytelling franchise with robust intellectual property (IP) and a scalable model, integrating educational content through short episodes, interactive books, and e-learning experiences to engage children and families globally.

- Led production efforts for various projects, developed ready-to-launch concepts for children's books, managed budgets and created online content to ensure an exceptional multiplatform storytelling experience.
- Authored and self-published *My House Chef: Cooking with Lory and Mazel*, a bilingual children's cookbook featuring recipes rooted in family traditions, designed to foster creativity, family connections, and cultural values.



Kinitros Marketing Agency – San Diego, CA

2015 — 2023

Founding Partner and Creative Director

Founded Kinitros, a bilingual (English and Spanish) digital agency that delivers culturally impactful and emotionally resonant marketing solutions across digital and print platforms. Showcased key client work and creative collaborations on Kinitros and Vimeo, building a diverse team of designers, copy editors, and video professionals, whom I mentored to deliver high-quality creative assets in a collaborative environment. Spearheaded notable projects, including [Solely's](#) U.S. market launch of fruit jerky, producing its first promotional videos and driving substantial nationwide growth: [Solely's U.S. Launch Promo Video](#)

- Directed creative vision and video production for Latino Donor Collaborative's 'Let's Get Loud Latinx' initiative, collaborating with Ana Valdez; the project was praised, with John Leguizamo voicing the final product, which focused on communicating empowering, fact-based data to younger generations: [Amplify Facts - Let's Get Loud Latinx Video](#).
- Led instructional and promotional video series for Finhabits app launch, sparking further collaboration on QuickBooks Mexico; managed scripting and creative direction: [Creative Direction Showcase Video Series: Finhabits](#).
- Conceptualized and executed creative content for La Moderna's U.S. market debut, producing easy-to-follow video recipes, and launched Salsa Mexico Lindo with engaging video content for U.S. consumers, enhancing the brands' cultural appeal and connection. Instagram: [@lamodernausa](#) | [@salsasmexicolindousa](#).
- Built and led a team of 10 creative professionals, recruiting and mentoring designers, copy editors, and video production crew to foster a collaborative and supportive environment.
- Collaborated with WTRI and ACSILabs, managing creative writing, video production, and photography for key projects, including the 'Journey Tool' video: [Journey Tool Showcase](#) | [WTRI Insights](#) | [ACSILabs Innovations](#).



Tati's Kitchen Radio Show via Voice America – Phoenix, AZ (Virtual)

2009 — 2010

Producer and Radio Host

Hosted a health and wellness-focused show on Voice America Health & Wellness Channel, interviewing top chefs such as Michelle Nichan, Hubert Keller, Rosita from Sesame Street, Bryan Malarkey, and others. Responsible for content creation, guest booking, and overall show management to ensure seamless execution and high-quality episodes.

- Developed educational content addressing childhood obesity, using Curriculum Design and Storytelling to inspire healthy eating habits in children.
- Hosted experts like Brian Malarkey and the USDA, leveraging PR and Creative Direction to create impactful family content.



De-Kids Magazine in partnership with Grupo Reforma – Mexico

2005 — 2009

Senior art Director & Copywriter

Collaborated with international and Mexican brands, including CEMEX and LALA, to integrate product placements into children's publications for ages 4 to 8. Developed and executed creative campaigns to elevate brand visibility and drive customer engagement. Headed a team of designers & artists, providing mentorship to ensure the delivery of quality designs.

- Oversaw production of 24 educational print editions from concept to print, honing Art Direction, Copywriting, Graphic Design, and Content Strategy to create impactful publications for young audiences and families.
- Led a creative and sales team to design and distribute a magazine that entertained while broadening children's horizons.

ADDITIONAL EXPERIENCE

Production and Programming Research Assistant, Noggin (Nick Jr.) – New York, NY

- Assisted in research projects related to children's television programming at Noggin, a division of Viacom.
- Collaborated with production teams to coordinate projects and develop engaging content.

KEY PROJECTS

288,000 Inked Gems: Content created across various platforms, with over 100 featured guests on Tati's Kitchen Radio Show.

3 Spotlight-Ready Dummies: Developed and published ready-to-launch concepts for children's books and apps.

50+ Happy Clients: Creative and marketing solutions delivered through De-Kids Magazine and Kinitros.

EDUCATION



MBA for Entrepreneurs (In Progress), Augmented, Scholarship Recipient – Virtual Based



Master of Arts, Education Communication and Technology, NYU, Steinhardt School of Education – New York, NY



Bachelor of Arts in Education, Universidad De Monterrey – Nuevo Leon, Mexico

Excellence and Honors Award; 9.9/10 scale President, Student Council, School of Education

LICENSES & CERTIFICATIONS



LVTR, Certified Creative Advertising Online (YiMa & Ryan Brown | Leo Brunet Marketing Agency)

AWARDS & HONORS



Woman of the Year Candidate - Group collectively raised \$400K in 10 weeks, Leukemia & Lymphoma Society | 2015



Honorable Mention – Illustration Showcase, PB Rising Stars | 2024



3rd in FavOver40 Group - Woman's coalition responsible for raising \$6.9M, National Breast Cancer Foundation | 2024

AFFILIATIONS & MEMBERSHIPS



Member of Storyteller Academy (2022 – Present)

TECHNICAL PROFICIENCIES

Photoshop, Adobe Illustrator, Adobe Animate, Adobe Premiere Pro, Final Cut Pro, MS Office and Google Drive (Word, PowerPoint, Excel), WordPress, Trello, Hubspot, Microsoft Project, Slack, Discord, Sora, DALL-E and ChatGPT.