

MARIA JOSÉ NUMA LIEVANO

CREATIVE MARKETING LEADER

+57 317 510 5289
mariajosenuma@gmail.com
LinkedIn: /mariajosenuma
Bogota DC.

PROFILE

Creative marketing leader with 12+ years of experience developing integrated campaigns, brand experiences, and visual storytelling across entertainment, consumer brands, and social impact. Skilled at translating ideas and cultural insights into creative concepts, leading multidisciplinary teams, and bringing campaigns from strategy to execution across digital, social, and experiential platforms.

EXPERIENCE

Currently working

Creative Manager

Trineo TV - Bogota DC

Lead creative strategy and development for McDonald's Colombia, taking campaigns from the initial idea through creative development and execution.

Serve as a creative executive for Caracol Televisión, developing and executing brand experiences for different events and key moments throughout the year.

Lead and coordinate multiple creative projects across brands, balancing strategic objectives, creative development, and execution within fast-paced environments.

Collaborate with multidisciplinary teams, clients, and partners to develop cohesive campaigns and experiences that connect brands with their audiences.

2024-2025

Art Director

Habitat Group - Miami, FL

Designed graphic assets and visual materials for The Habitat Collection's large-scale real estate projects located in Brickell, Miami, ensuring visual communication aligned with their premium positioning.

Led the creative direction of commercial and digital deliverables, ensuring graphic consistency, visual quality, and brand alignment across every touchpoint.

Developed the visual proposal and creative direction for the Abitaro app and websites for real estate projects such as Parkside, Millux Park, Smart Brickell Luxe, Smart Brickell Hotel, and Season One Brickell, creating digital experiences aligned with the brand identity and commercial objectives.

2023-2025

Marketing Director

Virtual Emily - Bogota DC, Hybrid.

Led the creation and design of dashboards for the app, developing a clear, functional visual experience aligned with user needs.

Developed digital prospecting and communication strategies through cold email and social media, focused on generating business opportunities and strengthening brand positioning.

Designed the brand identity and visual guidelines, ensuring consistency across digital channels, commercial materials, and user touchpoints.

2014–2019

Creative Manager

Festival Internacional Ni con el Pétalo de una Rosa – Bogota DC

Led the creative vision and campaigns for the arts festival across platforms.

Directed installations, branded materials, and audience experiences.

Collaborated with artists, producers, and partners to deliver cohesive experiences.

2012–2014

Audiovisual Manager

Teatro Casa E – Bogota DC

Managed audiovisual production for theatrical events and promotions.

Coordinated filming, editing, and multimedia content with directors, artists, and technical teams.

EDUCATION

2022–2023

Specialization in Digital Marketing Direction

Universidad del Rosario – Bogota DC

2016–2019

Bachelor’s degree in Graphic Design

Universidad Jorge Tadeo Lozano – Bogota DC

2017

Digital Marketing Degree

Universidad CESA – Bogota DC

2011–2014

Graphic Design, Animation, Multimedia / Web

LaSalle College (LCI) – Bogota DC

ACHIEVEMENTS

GUINNESS WORLD RECORD

2018

Contributed to the strategic campaign developed for Ni con el Pétalo de una Rosa, recognized by Guinness World Records for the largest sparkler-lighting event created to stand against violence towards women.

AWARD “PINTA TU AVIÓN DE AIRES”

2010

Recognized as the first Colombian to design the fuselage of an Aires aircraft for the airline’s new fleet.

SKILLS

Illustrator

Photoshop

InDesign

Figma

Presentation Design & Storytelling

LANGUAGES

SPANISH

Native

ENGLISH

Advanced / Professional Working Proficiency

PORTFOLIO

www.majonuma.com