

Vivianne Smiler

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MARKETING AND EMINENCE LEADER

I am a dynamic, innovative, and visionary marketing and eminence leader. I've contributed to the success of major retail, professional services, and technology brands through beautiful and distinguished art direction, branding, graphic design, film, photography, packaging design, writing, and live experiences—from box openings to live events to global festivals. I'm passionate about creating delightful experiences for audiences as well as my teams through empathy, humor, and innovation. I bring a unique blend of business strategy and creativity, with deep experience in global business across multiple Fortune 100 companies, national advertising agencies, and technology innovation firms.

AREAS OF EXPERTISE

Creative direction ▪ Team leadership ▪ Storytelling ▪ Strategy ▪ Problem solving ▪ User experience
Audience insight ▪ Studio art direction ▪ Events ▪ Graphic Design ▪ Video and film ▪ Writing ▪ Digital platforms

PROFESSIONAL EXPERIENCE

DELOITTE GLOBAL – Atlanta, Georgia / remote

2022 to 2024

GLOBAL TECHNOLOGY EMINENCE LEADER, DELOITTE GLOBAL

Envisioned and delivered eminence programs to support adoption of \$2B global organizational transformation.

- Designed holistic eminence strategy to engage, excite, and align 6K technology professionals in a new global operating model.
- Owned and directed all aspects of three-day Global Innovation Festival including of 30+ sessions and 40+ presenters.
- Led a virtual, cross-functional team of 14 for flawless execution including creative design, branding, marketing, web and social media, writing, data and analytics, video production, and live streaming 20 hours per day of global festival.
- Transformed *mind-numbing* legacy programs with fresh trends in creative experiences, social media, and influencer strategies.
- Championed excellence with data-driven decision making for continuous improvement and financial stewardship.

DELOITTE US – Atlanta, Georgia / remote

2018-2022

EXPERIENCE DELIVERY AND CHANGE LEADER, DELOITTE US

Increased ROI of technology products, optimizing +\$900M annual spend through delightful experiences, user engagement, and strategy alignment.

- Enabled enterprise-scale technology adoption through marketing, events, learning, user experience, and change management.
- Supported digital transformation through fun and sophisticated technology showcases. Bots to order your wine? Yes please!
- Incorporated data, surveys, and focus groups for continuous improvement—applying persona journeys and user experience.
- Spearheaded the Deloitte Global Technology Innovation Festival, a live and on-demand virtual event open to +300,000 professionals worldwide—inspired by premier creative and technology festivals like SXSW and AdobeMAX to foster a culture of innovation and greater awareness of next gen technology including, gen AI, quantum, cyber, AR/VR, and space.

DELOITTE GLOBAL – Atlanta, Georgia

2003-2009

COMMUNICATIONS LEADER, GLOBAL TECHNOLOGY SERVICES

Revitalized talent and organizational engagement with a multifaceted approach to establish and staff a communications program.

- Directed the creation of communications, marketing, and change management for the new global technology organization—introducing sophisticated and high-impact intranet, publications, events, and video.
- Sparked great experiences and knowledge, celebrated diversity and inclusion, and improved leadership transparency.
- Oversaw the strategy and development of a new 4,500-page global intranet portal supporting +300K professionals worldwide.
- Led a remote team of technologists, designers, and writers in US and India.

CREATIVE DIRECTOR, DESIGNER, AND WRITER

Consulted on and provided creative and marketing services for multiple brands and publications as an independent agency. Primary accounts were:

- EXPO Design Center - creative direction and marketing for the luxury subsidiary of The Home Depot.
- Deloitte – communications, graphic design, and writing for Deloitte US Firm.
- Ambrosi-Atlanta - photo art direction and graphic design for agency clients.
- Lockheed Martin Aeronautics - communications consultation and creative design for the Marietta facility supporting rebrand of F-22 fighter jet to F/A-22 (later retrofitted to F-22).

THE HOME DEPOT – Atlanta, Georgia

2000 -2003

COMMUNICATIONS AND GRAPHICS MANAGER

Produced internal marketing and communications to support 280K employees and more than 1,800 stores across the US, Canada, Mexico, and Chile. This included leadership communication, crisis communication, publications, video, training, store merchandising, signage, and internal launch and promotion of The Home Depot NASCAR team and #20 driver Tony Stewart.

EDUCATION

BA, Studio Art – The College of Charleston – Charleston, South Carolina

Internship – Upwith Herald Magazine – Charleston, South Carolina

TRAVEL HIGHLIGHTS

- Ghana - Mission trip with More Than Nets and Ghana Baptist Convention in Yendi and villages of northeast Ghana
- Slovakia - Mission trip with Josiah Venture to teach students conversational English in Košice and Prešov
- India – Business and creative team engagement visit to Deloitte offices in Hyderabad

VOLUNTEER**CURRENT:**

- Trustee, Paulding County Library Board
- Volunteer, marketing Dominion Christian Schools

PAST:

- Director, Vice President, Downtown Development Authority (Dallas, Georgia)
- Field worker, More Than Nets (Yendi, Ghana)
- Josiah Venture camp counselor and teacher (Košice and Prešov, Slovakia)
- Member, Director, Marketing chair, Pilot Club of Atlanta, Pilot International (Atlanta, Georgia)
- Upward Youth Basketball Coach (Marietta, Georgia)