

Fernanda Ledesma

CREATIVE DIRECTION
BRAND STRATEGY
AI-ENABLED MARKETING

GET IN TOUCH

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PROFESSIONAL SUMMARY

Creative Director and Brand Strategist with 20+ years of experience building and evolving global brands across B2B technology, healthcare, advertising, and media. At Epicor Software, led integrated marketing creative for a global B2B software company, directing a 10-person Design and Video team delivering brand strategy, go-to-market campaigns, and large-scale event marketing across four global regions: North America, Latin America, EMEA, and APAC, spanning six industry verticals. Proven track record translating marketing objectives into compelling creative that drives audience engagement, supports pipeline, and strengthens brand equity. Experienced in brand architecture, campaign planning, AI-enabled marketing workflows, and C-suite stakeholder alignment. Bilingual in English and Spanish. Equally effective in in-house and agency environments.

EXPERIENCE

Creative Director, Global Brand

Epicor Software | 2019-2026

Led integrated marketing creative, brand strategy, and go-to-market visual production for a global B2B software company serving six industry verticals across four geographic regions.

- Directed a cross-functional team of 10 designers and video producers, overseeing all creative output across the full marketing mix: brand campaigns, demand generation, product launches, event marketing, and sales enablement for North America, Latin America, EMEA, and APAC.
- Served as creative lead for Epicor Insights, the company's flagship global customer marketing event series spanning the Americas, Europe, and ANZ. Directed end-to-end creative production for the 2026 Americas edition in Nashville, which drew 4,100+ attendees—the highest attendance in the event's history—and partnered with external print, video, and event production vendors to deliver a cohesive on-brand experience at scale.
- Spearheaded a comprehensive brand strategy initiative to reposition Epicor as an AI-led, industry-specific ERP partner; developed and formally presented the full proposal to the CMO, VP of Digital Marketing, and Global Head of Corporate Communications. Proactively addressed structural and conceptual gaps beyond the original brief, resulting in an expanded rebrand scope.
- Conceptualized and directed all creative assets for Epicor's partnership with Scuderia AlphaTauri, translating the F1 co-branding opportunity into a cohesive narrative designed to expand brand awareness and signal Epicor's evolution as an innovation-led enterprise brand.
- Owned the creative production budget and end-to-end vendor selection process, including marketing tools, agencies, and production partners, ensuring strategic alignment between investment decisions and go-to-market priorities.
- Served on the Marketing AI Committee, leading evaluation and implementation of AI tools and workflows across the marketing organization. Successfully introduced Gemini for the video team and Getty Images AI to enable market-specific, on-brand image customization at scale, reducing production cycles and expanding localization capacity.
- Drove quarterly creative planning and resource allocation in close partnership with Marketing leadership, aligning team output with campaign calendars, product launch roadmaps, and business priorities.
- Recognized through Epicor's Incentive Bonus Program for consistently surpassing performance targets.

Art Director

TBWA\Worldhealth México | 2016-2019

Art direction, creative strategy, and digital direction for the healthcare branch of TBWA Worldwide in México.

- Developed creative concepts and campaigns for healthcare and pharma brands including Medix, Galderma, Electrolit, CoverGirl, and Bayer de México.
- Directed standout packaging and brand identity projects, including Suplemedix, a full supplement product line for Medix, and various campaigns for Elevit (Bayer), among them the digital brand book.

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Founder & Creative Director

Nandush Creative Studio | 2007 – Present

Ongoing creative direction and illustration engagements for Teran TBWA / The Integer Group, Bauer Media Group, Flock Advertising, Fábrica Online, Editorial Televisa, and Grupo Editorial Expansión, among others.

EARLIER CAREER

Art Director

Teran\TBWA – The Integer Group | 2011, 2014

Art Director

Bauer Media Group (Monster High Magazine MX launch) | 2013

Art Director

Fábrica Online (Google MX, EMI Music, Oxfam MX) | 2012

Graphic Designer

Editorial Televisa – Men's Health Magazine MX & LATAM | 2007 – 2010

SKILLS & TOOLS

Creative & Strategy

Creative Direction, Brand Strategy, Brand Architecture, Art Direction, Concept Development, Campaign Planning, Visual Identity, Editorial Design, Packaging, Advertising

Design & Production

Adobe Creative Suite, Canva, Affinity Suite, Photo Manipulation, Digital Illustration

AI & Emerging Tools

Claude, ChatGPT, Gemini, Leonardo AI, Getty AI (market-specific image customization)

Project Management

Wrike, Microsoft Office Suite, Apple Pages / Numbers / Keynote

Leadership

Team Management (10 direct reports), Budget Ownership, Vendor & Agency Management, Cross-functional Collaboration, Quarterly Planning

EDUCATION

Diploma in Strategic Marketing

ITESM | 2021

Diploma in Jewelry Design

Universidad Iberoamericana | 2011

BA in Graphic Design

Universidad La Salle | 2003

LANGUAGES

Spanish

Native

English

Fully Professional (bilingual)