

DOROTHY GUYA

Creative Operations Leader | Campaign Architect

Experience

Apr 2024 – Present

Creative Ops. Lead / Project Manager – Growth Marketing | DoorDash, USA

- Designed bulletproof workflows that cut production time by 20%, accelerating launches without sacrificing quality.
- Orchestrated multi-agency collaborations across offline paid media (OLV, CTV, OOH, print) and co-marketing initiatives, ensuring assets landed on-time and on-brand.
- Developed integrated campaigns that elevated brand presence while hitting aggressive performance targets.
- Act as the connective force between creative, media, and vendor partners — ensuring campaigns are bold, cohesive, and on time.

Aug 2020 – Jan 2024

Creative Team Lead Evident, Canada

- Produced 1,300+ marketing assets yearly (500+ videos, 800+ static) — fueling a 20% surge in client engagement.
- Headlined launches for AI-powered digital dental designs, positioning Evident as a category innovator.
- Ignited social growth by 60% in 6 months; Instagram followers soared from 10k → 40k in 7 months.
- Mentored a 3-member creative team to peak performance, raising quality scores by 50%.

Sep 2017 – Mar 2020

Co-Founder & Creative Director Broo Ideas & Solutions, Philippines

- Built a boutique creative agency serving brands (Havaianas, Rustans, SaladStop!, Payless PH) with short form and long form content
- Directed end-to-end campaigns generating a total of 100k+ cross-platform views.
- Boosted client pitch win rates by 25% with design-forward decks.

Sep 2017 – Mar 2020

Creative Specialist MNP360, Philippines

- Crafted high-impact acquisition decks securing new accounts.
- Drove content strategies that elevated brand visibility and business development efforts.

“

I'm the bridge between vision and execution — a creative strategist who transforms concepts into campaigns that spark engagement, drive revenue, and scale effortlessly.

Over 8 years, I've built a career on making big ideas happen faster, marrying design thinking with operational mastery. My toolkit: leadership that inspires, processes that perform, and creativity that converts.

Expertise

Creative Leadership

Team scaling, cross-functional collaboration, multi-agency collaborations, brand storytelling

Marketing & Production

Graphic design, videography, photography, offline and online media, brand partnerships, print and OOH

Tools Mastery

Adobe Suite (Photoshop, InDesign, Premiere), Figma, Monday.com, Jira, Asana, Trello, Google Workspace (Docs, Sheets, Drive, Slides) Canva, Wordpress, Notion

Operational Strategy

Workflow optimization, project management, asset organization and management

Education

B.A. Communications (2012 – 2016)

Ateneo de Manila
University, Philippines