

Karina Lopez

Creative & Marketing Director | Animation • IP • Entertainment

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Core Achievements

Scaled creative organizations to 30+ designers and animators, delivering 100+ assets per quarter
Led 10M+ view campaigns and multimillion-dollar brand activations (NYCC, SDCC, IPO Times Square)
Reduced vendor costs 10% by building an internal 2D animation and trailer pipeline

Experience

Creative Director, Marketing (Contract) | BookWalker Global — Nov 2025-Present

- Lead U.S. creative direction for brand refresh and marketing design systems across social, video, and livestreams
- Define visual identity and creative standards; produce motion and static marketing assets
- Partner with marketing leadership to align creative strategy with business goals and future team scaling

Creative Director | WEBTOON Entertainment — 2021-2025

- Scaled internal design and video teams to 30+, increasing campaign output 30% and delivering 100+ assets per quarter.
- Led paid marketing creative across U.S. and LATAM markets, driving +3% CTA lift and measurable user acquisition growth.
- Internalized agency work for performance and brand campaigns, improving speed, consistency, and return on creative investment.
- Built a global 2D animation and trailer pipeline, reducing vendor costs 10% while supporting high-volume paid and organic media.
- Led multimillion-dollar brand activations (NYCC, SDCC, Anime Expo, IPO Times Square) across live, digital, and paid channels.
- Produced cinematic IP trailers (Bluechair, Everything Is Fine) achieving 10M+ cumulative views.
- Mentored and managed a 10-person animation team, doubling capacity while maintaining less than 2% delivery error rate.

Head of Creative | Tapas Media — 2019-2021

- Directed creative strategy, trailers, and branding for flagship IPs
- Built design systems and launched YouTube/multi-platform brand initiatives
- Collaborated with global teams to localize creative for international campaigns

Skills

Creative Direction, Animation Pipelines, IP Marketing, Visual Storytelling, Team Leadership, Cross-Functional Collaboration, Vendor & Budget Management
Adobe Creative Suite, Clip Studio, Frame.io, Figma, Airtable, ClickUp, Smartsheets, Notion
English (Fluent) • Spanish (Fluent) • Japanese (Beginner)