

# ALDO MOLLINEDO

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**Activator and cross-functional leader who turns strategy into clear direction and action**, with more than a decade leading people, projects, clients, and partners across brand, creative, and marketing.

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## CREATIVE LEAD | BRAND LEADERSHIP & EXECUTION

KinderCare Learning Companies | Portland, OR | 2019–Present

Lead creative, and cross-functional execution **across five brands**—KinderCare Learning Centers, Champions, The Creme School, The Skyrise School, and KLC—shaping how **each brand's story, positioning, and goals come to life across every customer touchpoint**—from digital and print to the physical experience across schools. Lead the **creation and evolution of brand guides** and scalable approaches for hyper-localized marketing, while directing **team capacity, resource allocation, external partners, priorities, and workflows** behind the work. Partner across Marketing, Content, UX/Digital, Operations, and senior leadership to **turn brand and business priorities into coordinated action**.

Lead and support **national-scale marketing and brand activation** across most U.S. states, including **seasonal, email, social, and activation campaigns, new school openings, website/app launches, and brand partnerships** across multiple brands.

Turn **company and marketing priorities into clear direction** across teams and partners, connecting work to larger business goals and keeping teams moving from planning through execution.

Manage full-time employees, contractors, staffing partners, vendors, photographers, illustrators, architects, and other external experts, **matching capabilities to work based on priority**, capacity, timing, and expertise.

**Lead cross-functional initiatives and marketing campaigns** across Marketing, Content, UX/Digital, Operations, senior leadership, and external partners, **coordinating people, responsibilities, dependencies, timelines, and changing priorities** from initial need through delivery.

**Led creative execution for KinderCare's IPO**, partnering with the CEO, senior leadership, cross-functional teams, and external partners on a fast-moving, confidential launch spanning event marketing, large-scale brand moments, and Times Square.

Partner across Marketing, Operations, Architecture, Design, Digital, and senior leadership on **major brand experiences, including new**

**school environments** for the Creme School and The Skyrise School and a new company headquarters.

**Lead hiring, onboarding, coaching, development, and performance management**, while shaping roles, workloads, team structure, succession planning, and transitions as business needs change.

In partnership with marketing, senior executive team, cross-functional teams, and external partners, **lead the creation, activation, and growth of two new brands—The Creme School and The Skyrise School**—while driving the continued evolution and growth of KinderCare Learning Centers, Champions, and KLC..

**Build scalable approaches for localized marketing**, creating repeatable frameworks that let national brands respond to local market needs without rebuilding work from scratch.

Select, onboard, and **manage external partners based on the capabilities required for the work**, setting expectations, performance, and quality standards and adjusting resources as priorities change.

**Improve how work gets done by reducing manual unnecessary effort** and introducing clearer workflows, templates, automation, and AI to increase capacity, efficiency, and consistency.

## ASSOCIATE CREATIVE DIRECTOR | BRAND, CLIENT & CREATIVE LEADERSHIP

Liquid Agency | Portland, OR | 2015–2019

**Led brand and marketing work across major client accounts, including Walmart** as a primary client, Silicon Valley Bank, Oracle, GE, Ernest Packaging, and RadiumOne—owning client relationships, team direction, resources, vendor partnerships, and execution.

**Led marketing, email, social, and activation campaigns, internal communications, website/app launches, and brand execution** across digital, print, identity, and customer-facing work from business need through delivery.

**Managed and developed designers, contractors, vendors, and external creative partners**, matching capabilities to scope, timing,

capacity, and expertise while leading coaching, onboarding, workload planning, performance, and team deployment.

**Worked directly with clients to understand business and marketing needs**, shape direction, manage expectations and feedback, and keep multiple campaigns and launches moving as priorities changed.

**Partnered across executive creative leadership, strategy, digital, marketing, account, production, and client teams**, using performance and market feedback to refine work and ensuring teams had the direction, resources, and timing needed to deliver.

## ADDITIONAL BRAND & LEADERSHIP EXPERIENCE

### STUDIO CYCLE INSTRUCTOR — AMP

Life Time Fitness | 2025–Present

Lead high-energy cycle classes built around strength, rhythm, and motivation, **creating an experience that feels fun, and community-driven**. Music is a central part with classes featuring a global, Spanish-forward mix of reggaeton, cumbia, pop, and international sounds that keeps the energy high and the room moving.

Create themed classes and special events that bring together music, promotion, logistics, and member experience to **build excitement, increase participation, and strengthen community**, turning each ride into something bigger than a workout.

### ART DIRECTOR / LEAD VISUAL DESIGNER

Emerge Interactive | 2013–2015

Led creative, brand and digital work in partnership with **UX, development, and marketing teams**, with a focus on how brands showed up across digital experiences and customer-facing campaigns. Worked closely with clients to understand business goals, guide creative direction, and lead cohesive execution across channels.

**Clients:** Nike, Gap Inc., Stanford University, Wacom, Center for Ocean Solutions, HCP Inc.

### VISUAL DESIGNER

Advaiya (Microsoft) | 2008–2011

Partnered with Microsoft business teams, designers, and writers on **digital communications and visual design**, developing a strong understanding of how large organizations coordinate work across teams and maintain brand consistency at scale.

**Client:** Microsoft

### INDEPENDENT BRAND & CREATIVE CONSULTING

Portland, OR | 2011–2019

Worked with organizations across brand identity, art direction, digital and print marketing, and visual systems. Built strong client relationships by understanding business needs, shaping brand direction, and turning goals into clear creative and marketing execution.

**Clients:** Umpqua Bank, Carbon Black, Liquid Agency, 3Thirds Agency, nonprofit organizations

### SENIOR VISUAL DESIGNER

eROI | 2011–2013

Worked across design, art direction, digital marketing, social media, email, and campaign development, partnering closely with art directors, designers, developers, and marketing teams. Built experience balancing brand consistency with different channels, business objectives, campaign needs, and client priorities.

**Clients:** Intel, Nike, Glamour, Allure, Details Magazine, Aramark, The Baltimore Sun

### EARLIER VISUAL DESIGN ROLES

2005–2008

Built an early foundation in brand, visual communication, and client work through roles with One Economy International, Oregon Literacy, Highgear, and Latino Perspective Magazine—experience that grew into broader leadership across teams, resources, marketing, and execution.

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## BACHELOR OF SCIENCE, GRAPHIC DESIGN

The Art Institute of Portland | 2008

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### CORE LEADERSHIP & BUSINESS CAPABILITIES

Cross-Functional Leadership • Project Management • Strategy-to-Execution • Program Execution • Campaign Management • Campaign Execution • Creative Leadership • Marketing Activation • Campaign Optimization • Stakeholder Management • Resource Management • Resource Planning • Resource Allocation • Capacity Planning • Brand Leadership • Brand Management • Brand Operations • Team Leadership • People Management • Talent Development • Hiring & Performance Management • Vendor Management • Agency & External Partner Management • Client Relationship Management • Workflow & Process Improvement • Operational Efficiency • Localization • Cross-Functional Communication • AI & Automation Adoption