

THEODORA TRANDAFIR

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CREATIVE DIRECTOR | BRAND BUILDER

Creative Director and brand builder who leads work from strategy through execution. Background spans agency, in-house, freelance, and founder-led environments across media, government, fitness, automotive, consumer, and hospitality. Builds brand systems, campaigns, content, and creative teams that keep ideas coherent across every touchpoint. Based in San Diego and open to creative leadership roles and select freelance projects.

EXPERIENCE

Brand Manager

Turning Point Ministries — Passages (Dr. David Jeremiah) • San Diego, CA | Jul 2026 – Present

- Lead brand and creative direction for Passages, a next-generation ministry of Dr. David Jeremiah's Turning Point Ministries.
- Set the creative roadmap and decide what the brand makes from shows, guest strategy, editorial themes, and travel-led stories to campaigns, journals, and publishing initiatives.
- Identify and invite guests, build the relationships, collaborate directly with talent, and shape episodes through research, scripting, production, and release.
- Lead every new brand expression from concept through execution, directing production, social, design, and publishing while keeping the work cohesive.

Creative Director

USA Streetlifting • National | Nov 2025 – Present

- Promoted from regional creative leadership to Creative Director for the national organization.
- Lead national brand direction across identity, competition creative, event communications, content, and multi-platform execution.

Creative Director

Phoenixeer • Contract | Nov 2025 – Present

- Lead creative direction for a calisthenics brand, shaping identity, content systems, campaigns, and brand expression.

Owner

Verus Coffee • San Diego, CA | Jun 2025 – Present

- Built a private-event coffee experience from the ground up, owning the brand, service design, content, and client experience.

- Design each service around the atmosphere and intention of the gathering, from C-suite meetings to estate dinners.

Creative Producer & Director — Freelance

United States | Aug 2024 – Present

- Lead brand strategy, creative direction, and production across lifestyle, consumer, fitness, technology, and retail.
- Clients include Leeway HQ, Gather25, Hold the Rope, Blueprint Creative, Logos Lab, Johnny's Kicks, Verus Coffee, Road Armor, and Bose.

Creative Director

Road Armor • Dallas, TX | Jun 2025 – Oct 2025

- Led creative direction for the automotive brand.

Art Director

VML — U.S. Navy Account • Dallas, TX | Nov 2023 – Mar 2025

- Designed the Strike Group identity and environmental graphics for VR cube modules deployed on a national 50-state tour.
- Helped shape the U.S. Navy × Sneaker Con campaign across product concepts, copy, packaging, and presentation; the work received national press.
- Co-concepted two Snapchat recruitment lenses and directed the production partner; combined reach totaled 8.8 million users.
- Designed the digital badge for the Subreddit Hunt, a gamified recruitment campaign that received a 2025 Cannes award.
- Contributed campaign concepts and activation ideas to national pitches for Purina and DICK'S Sporting Goods.

Art Director

The Integer Group / TracyLocke • Dallas, TX | Sep 2022 – Nov 2023

- Developed integrated campaigns and for Neutrogena, Aveeno, OGX, Maui, Rogaine..
- Design creative across web, email, retail, and digital ecosystems for Target, Walmart, Walgreens, and CVS.
- Pitch work includes Band Aid and Neutrogena

Additional Experience

Design Lead — Blueprint Creative | 2020 – 2021 · Art Director — RBA | 2022

SKILLS

Creative Direction · Brand Strategy · Art Direction · Brand Development · Content Strategy · Campaign Development · Brand Identity · Creative Production · Video & Social Direction · Experiential Design · Creative Operations · Team Leadership

EDUCATION

B.S. Graphic Design · Liberty University