

CREATIVE DIRECTOR • ART DIRECTOR • CREATIVE CATALYST • BON VIVANT

**THE MOUSE AND THE ELEPHANT** // Las Vegas, NV USA // Ubud, Bali, INDONESIA  
CCO of virtual agency. Creative direction, brand identity and culture, content creation. Communication solutions in experiential, immersive, digital, traditional advertising, packaging, retail design, photography, video editing, retouching and digital artistry. I curate a team of digital nomads in Southeast Asia providing a host of services to international standards.

**THE GARAGE TEAM MAZDA [JWT]** // Costa Mesa, CA USA

Led teams in multi-dimensional arc of problem-solving on a global basis for Mazda. Responsible for brand continuity: graphic language, brand voice, photographic criteria, overall aesthetic and mass communication messaging. Led global competitions strategically and creatively for Mazda MX-5 Miata, CX-9, Mazda 3. Supervised GTM teams, freelancers and interns.

**BARKLEY** // Kansas City, MO USA

Led in-house teams for COLLECTIVE BRANDS INTERNATIONAL. Within the CBI umbrella, strategically and executionally invigorated mature brands, launched new brands, incubated and nurtured product evolution, supervised licensed product applications for brand integrity. StrideRite, Keds, Payless Shoes, Sperry Topsiders, Saucony, Glitter Pets.

**OPEN MINDS [Ruben Postaer Associates]** Irvine, CA USA

Supervised creative teams for all media, concept through execution. Open Minds had no account team, so creatives had direct client contact, managed budgets, timelines, productions and deliverables. Kendall Jackson and all subsidiaries, Ketel One, Kirin Beer, new business.

**SAATCHILA** // Torrance, CA USA

Led teams in traditional and non-traditional disciplines for Toyota North America. Managed multi-million dollar advertising budgets, developed strategy and execution for 20+ car and truck brands. Developed global design language for next gen Prius launch. Developed print on demand solutions for digital brochures. Worked with executive management to develop internal motivational seminars with international designer David Carson to inspire and motivate teams. Developed internship program and mentorship programs with Human Resources. Became the Agent for Change for women within the agency.

**LEGAS DELANEY** // Rome, ITALY

Led international creative teams in new business endeavors for multi-national clients. Developed strategy and execution for Telecom Italia across all platforms. Advertising, environmental and packaging design for Adidas.

**OGILVY** // Milan, ITALY

Responsible for art direction and execution for global campaigns. Developed graphic language and photography standards for Bulgari, International storyline, language and photographic criteria for Natuzzi Leather.

**LOWE LINTAS** // Milan, ITALY

Led teams strategically for creative consistency across international markets for compelling, universal storytelling. Led trouble shooting teams across Europe for Unilever brands in multiple cities. Aprila | Vespa, Briel, Mercedes, Magnum Ice Cream and other Unilever brands.

**FORMAL EDUCATION**

University of Kentucky // Lexington Kentucky USA // BA Journalism  
Ecole LeNotre // Plaisir, FRANCE // Chocolatier

**PASSION PROJECTS**

**SLOW FOOD BALI** // Ubud, Bali INDONESIA

Board member to sustain local fair farming practices and promote indigenous farming. Leading island-wide anti-plastic campaigns.

**DIANA PHILLIPS ARTISAN CHOCOLATES** // Laguna Beach, CA USA

Handmade chocolate private label collections and packaging for jewelry designer David Yurman, Bellagio Hotel, textile designer Katherine Ireland. Consulted with Ecuadorian chocolate maker TulipCorp to develop ethical practices and with local farmers.

**PICK OF THE SEASON** // Kansas City, MO USA

Led a volunteer group to write, edit, research, test recipes for a cookbook, proceeds to provide funding for training for local homeless community at Saint Luke's Community Kitchen outreach. National sponsorships with Share Our Strength and Taste the Nation.

**DIANA PHILLIPS**

diana@themouseandtheelephant.com



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www.themouseandtheelephant.com

**USA OFFICES**  
SEATTLE

[1] 714.609.7708  
LOS ANGELES  
[1] 310-729-7162  
LAS VEGAS  
[1] 770-773-0971

**INDONESIA**  
UBUD, BALI  
[62] 0852-3989-8070