



Lili Tuggle-Weir

Chief Creative Officer & Acting Omnichannel Marketing Manager

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SUMMARY

Creative executive and brand leader with 15+ years of experience spanning creative direction, omnichannel marketing strategy, and enterprise brand governance. Currently leads Advocate Health Advisors' national creative function as Chief Creative Officer and Acting Omnichannel Marketing Manager — setting brand strategy, directing cross-functional creative and marketing operations, and serving as executive creative partner to senior leadership. Combines enterprise-level brand governance and operational oversight with an active, hands-on design practice, turning complex healthcare, Veteran, and advocacy messaging into cohesive, trusted national brand experiences.

PROFESSIONAL EXPERIENCE

Chief Creative Officer & Acting Omnichannel Marketing Manager

Advocate Health Advisors | Nov 2025 to Current

- Promoted into executive creative leadership, holding enterprise-wide authority over brand governance, creative strategy, and omnichannel marketing execution across Advocate's national footprint.
- Direct creative and marketing operations for a multi-disciplinary team, overseeing workload routing, resource allocation, and prioritization across a 1,500+ project annual pipeline.
- Serve as executive creative partner to senior leadership, shaping messaging architecture and executive communications for corporate, field, and public-facing audiences.
- Own digital product strategy across Advocate's app portfolio (MyAdvoStory, Vetcare, Brand Central Station), aligning design, user experience, and business objectives at a corporate level.
- Set enterprise AI governance standards for creative and content production, scaling the AI Stock Imagery Library and internal Advocate AI teacher program across regional and field teams.
- Lead creative strategy and brand representation at national events and cross-functional planning sessions, aligning marketing, communications, and product stakeholders.
- Built a structured mentorship and career-development framework for the creative team, formalizing succession planning and skill growth at scale.
- Maintain an active, hands-on creative practice — personally directing flagship campaigns and high-visibility design work alongside enterprise leadership duties.

Sr. Graphic Designer & Corporate Team Lead

Advocate Health Advisors | Mar 2022 to Nov 2025

- Designed and launched three mobile apps (MyAdvoStory, Vetcare, and Brand Central Station), improving accessibility to health, Veteran, and special needs resources.
- Led development of 1,500+ digital and print projects supporting healthcare access, elder care, and advocacy initiatives.
- Spearheaded AI integration into marketing materials, including the AI Stock Imagery Library and internal Advocate AI teacher, enhancing field agent education and brand consistency.
- Created a new national brand identity in 90 days, securing trademark recognition and reinforcing trust in advocacy messaging.
- Introduced new creative strategies and tracked industry trends, keeping marketing materials innovative and competitive at a nationwide, corporate level.
- Implemented project management tools (Monday.com, Brand Central Station), streamlining workflows and cross-functional collaboration.
- Mentored junior designers, laying the groundwork for the structured mentorship program later scaled enterprise-wide.

Multimedia Communications Manager & Lead Graphic Artist

Flagler County Government | Mar 2015 to Mar 2022

- Oversaw multimedia campaigns across TV, radio, social media, and editorial platforms to increase community awareness of government programs and services.
- Designed and produced a range of digital, print, and social media assets, including brochures, displays, and website features, adhering to design principles that promoted accessibility and inclusivity.
- Played a key role in a 30% redesign of the county's website to improve public access to resources and services.
- Updated and enforced brand SOPs and template guidelines, ensuring consistency in county visual communications.

- Managed press release distribution and media relations, building strong local partnerships that increased visibility for county events and initiatives.
- Analyzed market trends to inform communication strategies, positioning Flagler County Government’s messaging to connect with the local community.

Senior Graphic Designer

Independent Contractor, Flagler Beach, FL | Dec 2017 to Dec 2019

- Directed creative vision and design for advocacy campaigns, creating visuals and narratives that resonated with clients addressing environmental, social justice, and public health issues.
- Created digital assets and branding materials that simplified complex issues, effectively translating key messages into visually engaging content.
- Crafted cohesive brand identities for grassroots initiatives, enhancing awareness and engagement among target audiences.

Creative Consultant & Lead Designer

Porcelain Girl Studios | Dec 2014 to Dec 2017

- Founded Porcelain Girl Studios to deliver impactful design solutions for community organizations and non-profits.
- Created logos, websites, social media graphics, and promotional materials to strengthen clients’ brand identities.
- Collaborated with clients to refine messaging and ensure brand alignment, producing designs that resonated with target audiences.

EDUCATION

MA: Graphic Design / Creative Advertising

Edinburgh Napier University, Scotland
Jan 2015

BFA: Photography & Digital Imaging

Ringling College of Art & Design
Jan 2006

SKILLS

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| <ul style="list-style-type: none">• Creative governance & brand leadership• Omnichannel marketing strategy• Executive communications• Workload & resource management• Team mentorship & leadership development• Digital product strategy• Cross-functional & executive partnership• National brand development | <ul style="list-style-type: none">• Art direction & visual communication• Brand strategy• Layout, print & web design• Adobe Suite• RunwayAI capabilities• Project management & workflow optimization• Creative planning & thinking• Social media strategy |
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CERTIFICATION

- University of North Florida, AI for Work and Life Cert. — 09/01/25
- LinkedIn Education, Generative AI Skills for Creative Content — 11/30/23
- LinkedIn Education, Figma Essential Training — 12/31/23
- LinkedIn Education, Multimedia Social Activism — 11/30/23
- LinkedIn Education, Project Management for Creative Projects — 12/31/22
- FEMA, Communicating Effectively in An Emergency Certification — 03/31/20
- LinkedIn Education, Generative AI Practices for Digital Marketers — 09/30/23

LINKS

- LinkedIn Profile, <http://www.linkedin.com/in/ltweir>
- Portfolio: <http://www.theporcelainstudio.com/>