Laura Siebert

MARKETING LEADERSHIP · CREATIVE STRATEGY · SYSTEMS & OPERATIONS

Houston, Texas · laura@siebertcreative.com · linkedin.com/in/laurasiebert · siebertcreative.com

Marketing leader, art director, founder, and certified product manager. I connect audience insight, business goals, creative direction, and the systems teams need to deliver. Experience across immersive entertainment, agency work, direct-to-consumer products, live performance, and independently built digital tools.

EXPERIENCE

Owner & Operator | Siebert Creative

April 2026 - Present

- Design and build the Creative Clarity System, connecting the brief, creative variations, review, and learning into a repeatable process.
- Run message tests, landing-page experiments, and funnel analysis using paid campaigns, PostHog, and Microsoft Clarity; set decision gates before spending.
- Own product strategy, experience design, marketing, and implementation across the customer journey.

Director of Marketing | Meow Wolf Houston

January 2025 - April 2026 | Promoted from Marketing Campaign Manager

- Led integrated marketing strategy for an immersive entertainment attraction, connecting audience research, creative direction, media, events, and reporting.
- Used guest feedback and media-mix analysis to identify comprehension as a barrier, informing clearer messaging and guest-experience recommendations.
- Owned paid strategy, budget, and performance across Google, Meta, and Pinterest, directing in-house specialists and agency execution; reallocated $63K mid-campaign.
- Developed creator programs and partnered with the events manager on programming and a summer concert series.

Marketing Campaign Manager | Meow Wolf Houston

June 2024 - January 2025

- Ran integrated opening campaigns across paid, owned, and earned channels to build the Houston audience.
- Built Asana campaign and workflow systems adopted across six functions, connecting ownership, deadlines, and delivery; promoted to Director.
- Designed activation spaces and interactive elements, coordinated creative production, and worked live events.

Laura Siebert

EXPERIENCE, CONTINUED

Product Manager & Art Director | Padrón & Co.

August 2022 - June 2024

- Led creative, web, and project workflows for consumer, civic, and cultural clients, from positioning and intake through delivery.
- Art directed the Ready & Forward campaign identity, illustration system, and donor landing page for the Buffalo Soldiers National Museum, directing two designers under Gracie Padrón's creative direction.
- Art directed and designed digital work for the Society for Louisiana Irises, Houston Center for Contemporary Craft, and Space Center Houston.

Visual Designer | Vala Marketing

April 2021 - August 2022

- Interpreted client briefs and designed websites and brand assets from concept through launch, collaborating with marketing and development teams.

Founder & Brand Consultant | Siebert Creative

October 2018 - April 2021

- Provided brand strategy, identity, web, and marketing for small businesses and entertainment clients across food, beverage, retail, and live experiences.

Founder & Marketing Director | Houston Flamenco Collective

2016 - 2018

- Built audience demand and produced live cultural performances, connecting programming, venue choice, guest experience, marketing, and event operations.
- Designed a flat-fee-plus-ticket-commission model using performer codes, aligning promotion with shared commercial upside; produced regularly sold-out performances.
- Earned Univision television and radio coverage.

Founder & Marketing Director | LS Slipcovers

2012 - 2017

- Founded a direct-to-consumer, made-to-order slipcover and bedding business; grew revenue from roughly $80K to $500K in about eight months.
- Owned positioning, marketing, customer relationships, product, and production coordination; earned two Country Living features and national television exposure without a PR budget.

QUALIFICATIONS & TOOLS

Strategy & leadership: Audience research, positioning, integrated campaigns, creative direction, cross-functional leadership, product management, workflow design, event production, experimentation and performance analysis.

Selected tools: Asana, Figma, Adobe Creative Suite, Webflow, WordPress, Shopify, Meta Ads, PostHog, Microsoft Clarity, HubSpot, Mailchimp, Kit. Google Ads experience includes strategy, budget, reporting, and directing specialist execution.

Education & training: Certified Product Manager, Product School; Permaculture Design Certificate, Oregon State University; product design and full-stack study plus teaching-assistant experience, Thinkful; Master Special FX Make-Up, Make-Up Designory. English and advanced Spanish.