

OBJECTIVE

Obtain work in Creative Direction, Concepting, Art Direction and/or Design

PROFILE

- 23+ Years experience as a graphic designer to Creative Director
- Substantial project experience for fortune 500 clients with management experience
- Bilingual – fluent in Spanish (written and spoken)

WORK EXPERIENCE

Freelacne Creative

March 2023-Present

CUSINART, STAMFORD, CT

Freelacne Creative

January 2015-2023

TPN, NYC | TRACY LOCKE, NORWALK, CT | NEWDAY COMMUNICATIONS, NORWALK CT | SUBLIME COMMUNICATIONS, STAMFORD, CT | GRAY ROBINSON, TAMPA FLORIDA | KETCHUM, NYC | Y&R/RED FUSE, NYC AND OTHERS.

OGILVY ACTION NOW: GEOMETRY GLOBAL

(G2, Ogilvy Action and JWTAction combine to form the world's largest activation agency under the WPP group.)

Associate Creative Director

February 2013 – January 2015 – New York, NY

Maintain full responsibility for creating, concepts and developing Global Tool Kits for all of GSK "Glaxo Smith Kline" portfolios. Work closely with clients and partner with agencies to assure alignment on all channels of communications and development of final executions. Maintaining projects on budget. Assist the agency with new business concepts. Also work with Ogilvy & Mather in collaboration for clients such as Philips Norelco, AMEX, GSK, (Glaxo SmithKline) and Fanta for the Coca-Cola Company. Resulting in incremental growth for the agency and clients business.

FREELANCE

Associate Creative Director/Senior Art Director

September 2009 – February 2012.

Clients Include: G2 DIRECT AND DIGITAL, NEW YORK, NY | TFI ENVISIONS, INC NORWALK, CT | CATAPULT MARKETING, WEST PORT, CT | BIONDO GROUP, STAMFORD CT | OCTAGON, NORWALK CT | SOURCE MARKETING, NORWALK CT | KOBRE & KIM LLP, NEW YORK, NY | SAATCHI & SAATCHI X, NEW YORK, NY | MARS ADVERTISING, NY | MMC, NEW YORK, NY | DESAI COMMUNICATIONS, NORWALK, CT | MESA INTEGRATED, WILTON, CT | INTEGER, NEW YORK, NY

Concept, create and executed advertising and promotional materials for In store, landing pages, micro sites, web banners, produce POS materials, mobile marketing, experiential, tv spot, promotional videos, packaging designs, collateral materials, corporate office decor and much more for brands such as: Heineken USA, Newcastle Brown Ale, Dos Equis, Unilever, Home Depot, Mastercard, Kraft Foods, Subway, Starbucks, Kellogg's, American Airlines, Chase with Continental Airlines, Philips, Kobre & Kim LLP, Wendys, Colgate, Diageo, Pepsi and many more.

OGILVY ACTION

(A division of Ogilvy & Mather Advertising - WPP)

Associate Creative Director

June 2005 – September 2009 – New York, NY and Stamford, CT

Maintained full responsibility for creating, concepts and managing national marketing initiatives in which helped boosted revenue levels across multiple brands.

Manage team members. Work closely with clients. Maintaining projects on budget. Concept, develop and design campaigns for advertising, promotional programs and consumer packaging. Design websites, landing web pages, POS materials, and collateral pieces. Assisted in launching new products, new business concepts. Art directed and concept videos with production houses for presentations and in-store promotions. Clients including: MOTOROLA, IHG BRANDS-HOLIDAY INN, HOLIDAY INN SELECT, CROWN PLAZA, DUPONT, KRAFT FOODS-CRYSTAL LIGHT, TASSIMO, SARA LEE, KODAK, IMPERIAL TOBACCO and others.

Maintain incremental growth and in-store awareness of several brands. Design brand identity materials. Directed and designed client presentations for KIMBERLY-CLARK, KRAFT FOODS, WYETH COMPANY CENTRUM VITAMINS, CSC BRANDS-PACE SALSA, CAMPBELL'S, TIME WARNER CABLE and DUPONT-RYNAXYPYR insect control.

BEN MARKETING GROUP

Art Director / Senior Art Director

January 1999 – June 2005 – Stamford, CT

Managed the execution of promotions and created designs for Coca-Cola. Worked as a team lead creating concepts and executing designs. Managed work flow and created concepts for new promotional programs. Created designs for DuPont, EarthLink, Murray Cookies, and others.

BEN MARKETING GROUP

Graphic Designer

January 1997 – January 1999 – Stamford, CT

Created graphic designs for clients, including Coca-Cola, Holiday Inn, Spencer Gifts, Pilsner Urquell, Castrol, International Paper. Created presentation boards for client meetings and assisted in studio comps for all presentation materials.

SIGNATURE ADVERTISING

Graphic Designer / Production Artist

August 1996 – January 1997 – Cheshire, CT

Designer/production artist for local clients and national clients such as United Distillers and Sikorsky.

ADDITIONAL EXPERIENCE

- Web design experience – worked on several web development design projects
- Manage and created all promotional, social media and advertising materials for breast cancer awareness, gallery event 2020
- St. Phillips church, member, art and environment committee, october 2005-present
- Artist guild of norwalk, ct (spag), member, december 2008-present
- Designed all the graphics for “chip-in” (an indoor mini-golf match) to raise money for the leukemia society
- Illustrated a children's book
- Exhibitor and sold art at la guardia and jfk, ny american airlines admirals club december 2009 to 2011
- On the board of the marketing committee of the art's commission of norwalk, ct january-2, 2012 to 2013

EDUCATION

- School of Visual Arts, NYC
Continuing Education, Advertising: Art Direction/Copy, 2015-2015
- Paier College of Art, Hamden, CT,
Bachelor of Fine Arts, Graphic Design 1992-1996

COMPUTER SKILLS

Design Programs: Creative Suite's, Adobe InDesign, Adobe Photoshop, Adobe Illustrator Operating Systems: Mac OS 14 Sonoma, Windows, Power Point