
Brand Creator | Design Addict | Project Leader | Team Builder | Problem Solver | Culture Advocate

Creative Manifesto

- Creative is a team sport • Creative should be based on data, planning and insights •
- Creative thinking needs to be nurtured and encouraged • Creative makes the complicated, simple •
- Creative is art + science • Creative should be tested and measured against established objectives •
 - Creative should be strategy-based and a means to achieve KPIs and goals •
 - Good creative is independent of the medium • Creative is chaos, organized •

Professional Experience

TRIAD

Digital retail media pioneer

2015-2020

SR. CREATIVE DIRECTOR, BRAND MARKETING

Brand marketing: Successfully led the design team through the largest rebrand initiative in Triad's history. Created the new brand ID and usage guidelines and executed its implementation consistently across all mediums, both internal and external — including the corporate website, social media, video, as well as both print and digital marketing material.

New product development: Collaborated on the creation of new products and created brand IDs for them, assuring a unified voice across all touch-points including website, communications and sales and marketing material.

New business and sales: Developed pre-sales strategy and comps, PowerPoint decks, marketing materials for new business team and publisher sales and marketing teams.

Events: Supported internal and external events with the creation of tradeshow booth designs, video, signage, email, digital media, and more.

2012-2015

ASSOCIATE CREATIVE DIRECTOR, EBAY MOTORS ACCOUNT

Managed the design and production teams for this high-output, tech-oriented account. Developed creative solutions to address needs based on creative briefs, and presented our solutions to the client. Led design and development of transactional microsites from ideation to creation and maintenance. Final approval and responsibility for project builds.

2008-2012

SR. ART DIRECTOR, DELL.COM ACCOUNT

Managed the design and production teams. Communicated directly with the client daily to receive briefs, present concepts and lead design and development of transactional microsites that lived on Dell.com. Final approval and responsibility for project builds. Under my direction the account grew from \$0 to over \$2MM in under 2 years.

HSN

National TV/online retailer

2005-2008

SR. ART DIRECTOR, HSN.COM

Led design team for the ecommerce division of HSN. Collaborated with merchants, producers and on-air teams to produce content for homepage billboard, banners, article pages, storefronts, promotions, online games, sweepstakes, email, etc., in fast-paced environment.

2000-2005

ART DIRECTOR, MARKETING

Brand marketing: Designed and oversaw production of all types of print material, including direct mail, package inserts, promotional pieces, point of sale, outdoor as well as logo & package design.

Brand Creator | Design Enthusiast | Project Leader | Team Builder | Problem Solver | Culture Advocate

Professional Experience (Continued)

McCANN MRM Madrid *Direct marketing division of full-service multinational advertising agency*

1998-2000 **ART DIRECTOR**

McCann-Erickson's direct marketing division. Created collateral for major national and multinational brands such as Via Digital, Telefónica, Tiendas Telyco, Opel (The European General Motors brand), Yellow Pages and Yellow Pages on-line, Calidalia.com, Terra.com, Moviline, etc.

LEO BURNETT Madrid *Full-service multinational advertising agency*

1992-1998 **JR. ART DIRECTOR**

Accounts served: Philip Morris (Marlboro, L&M, Chesterfield), McDonald's, Procter and Gamble (Dash detergent, Vidal Sassoon, Max Factor), Kraft, United Airlines, Kellogg's, Via Digital, Frangelico, etc.

Professional References

Garrett Albanese | SVP, Marketing | 516.510.9726

Nick O'Connor | Marketing Director | Zenic | +44.797.085.7201 (UK)

Anthony Quartararo | Executive Chairman | Global Research Associates, LLC | 727.538.0545

Languages

Fluent in Spanish and English, both written and spoken.

Education

Central Michigan University

Bachelor of Arts

Major: Spanish | Minor: Advertising | Concentration in Commercial Design

Universidad de Sevilla (Spain)

Classes studied: Spanish for business, political science and Spanish language

Technical Skills

Adobe Certified Expert (ACE): Photoshop

Highly proficient in Adobe Creative Suite:
Illustrator, Indesign, Dreamweaver, etc.

Highly proficient in Microsoft Office:
Word, PowerPoint, Excel



CERTIFIED EXPERT
Photoshop®