

CREATIVE DIRECTOR

Branding Strategy • Creative Concepts • Marketing Solutions • Project Management

- Classically trained graphic designer and branding professional. Innovative and results oriented, with deep experience and expertise leading the full creative cycle from initial concept through final signoff.
- Architected and delivered unique creative, impactful, and polished marketing strategies for consumer brands including Pixie Dust Sprinkle Medley, The Label and COAST.
- Effective at collaborating with and presenting to diverse stakeholders across corporate and global cultures. Fully bilingual in English and Spanish.

STRATEGIC COMPETENCIES: Creative Vision • Strategic Planning • Project Management • Branding • Marketing • Concept Development • Graphic Design • Art Direction • Digital • Advertising • Manufacturability • Product Design • Team Leadership • Adobe Creative Suite – Photoshop, Illustrator, XD, InDesign & After Effects • Mac Software • MS Office

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

Pixie Dust Sprinkle Medley LLC.: Orlando/Miami, FL

2018–2019

Freelance Creative Director | Project Manager

Recruited to manage design and execution of creative concepts and campaigns for corporate brand and franchise network. Lead conceptualization and delivery of concepts, graphics and layouts for merchandise, packaging, signage, point of sale materials, and digital and web advertisements.

Collaborate with vendors and stakeholders on realization of creative vision. Directly manage staff of 10.

- **Delivered end-to-end creative for diverse branding.** Ideated concepts and art directed layouts, identities, photography shoots, and campaigns that elevated luxury brand promise.
- **Art directed franchise recruitment nationwide branding campaign.** Defined brand architecture, worked with franchisees on field research, directed photography, and designed traditional and digital materials.
- **Strengthened point of sale brand presentation.** Designed 4-color, consumer-oriented loyalty customer program. Designed user interface (UI) for migration to tablet.
- **Implemented branch-wide training.** Coaching associates on compliance regulations, corporate policies, and best practices.

EXPERIENCE & SELECTED ACHIEVEMENTS, continued...

LEY LABEL/COAST.: Hollywood, FL

2013–2019

Freelance Art Director

Managed creative strategy and vision as branding partner to vendors and manufacturers. Led development and execution of concepts, logos, brand identities, advertisements, and digital content. Engagements:

- **LA SHOWROOM:** Partnered with internal marketing team to deliver catalogs, web site banners, and design concepts for variety of social media platforms.
- **FASHIONGO:** Designed identity, logo, packaging, brochures, and social media for private labels.

Convergent Technologies LLC.: Miramar, FL

2015–2018

Project Coordinator | HR Liaison

Promoted into positions of increasing authority, beginning in administrative assistant and rising through multiple levels of responsibilities to Project Coordinator and HR Liaison. Accountable for all aspects of office operations, HR duties and compliance. Assist with project delivery and administration of multiple installation projects throughout their life cycle. Other engagements:

- Work with multiple Field Supervisors to ensure project delivery meets client's expectations, and the project is completed on time and within budget.
- Act as central information source by maintaining, communicating and distributing project details in conjunction with company and client requirements. Follow up daily with project team members on uncompleted tasks and open issue logs. Document actions in project management application.
- Research, compile, process and coordinate project data: data entry, report generation, metrics collection. Use the financial system to monitor budget, actual project cost and cost commitments.
- Prepare Purchase Requisitions for project materials and coordinate orders with purchasing department. Work with Purchasing, Field Supervisor and engineering for active tracking of material orders, delivery dates, and reconciliation of project material in warehouse.
- Prepare project invoices and work with the Field Supervisor and Accounts Receivable team with analysis and tracking of client invoices.

EDUCATION & CERTIFICATIONS

UNIVERSITY OF MIAMI/PMI: Miami, FL

Professional Project Management Certification 2018