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Creative Director

Experienced in branding, prints, digital, web design, direct mails, emails, videography, photography, coordinating photoshoots, and project activities. In-depth knowledge of graphic, web design, motion design practices, and techniques. My brand experience includes: Comerica Bank, Nike, Mastercard, Kia, BMW, Dallas Mavericks, Acura, Honda, etc.



04. 2022 - present **Lee Enterprises** *Davenport, IA, USA — Remote*

Creative Director

- Duties
- Creative rebranding and Implementation of marketing campaigns for 77 news markets in 26 states, that have websites, apps and print, with the goal of increasing digital subscriptions.
 - Create, design and edit digital assets and video creative for the Brand & Strategic Marketing.
 - Spearhead all graphic design creative for subscription ad campaigns from concept to completion. Including digital, social, email and print.
 - Translate creative objectives into clear plans for the wider Lee Enterprises' organization. Ensuring visual communication and brand standards are met at the highest level across markets.
 - Work closely with multidisciplinary teams including development and UI/UX to brand new subscription products such as mobile apps and podcasts.
 - Hire, review and provide insights on deliverables, timelines and budgets for all freelance driven projects.
 - Employ strong communication skills and a dedicated, customer-focused approach to servicing a large, deadline-driven client base.

05. 2019 - 03. 2022 **Variable Ventures / 1265 Films** *Dallas, Texas, USA*

Creative Director

- Duties
- Serve as a creative and strategic leader to producers and project managers and turn ideas into meaningful visual content through the use of various creative mediums including web, video, set design, print, social media, and digital graphic design.
 - Serve as a hands-on creative force and ensure adherence and branding of all release products and acquired companies while providing appropriate feedback to staff to deliver best-in-class creative assets.
 - Work closely with Executive Producers, Project Managers, and other staff to determine the necessary resources required for project delivery and completion by interpreting the scope of projects to ensure the proper use of internal resources or identify freelance support as necessary.
 - Manage the development and upkeep of a resources list of active freelance resources for support.
 - Supervise the project assignments of a growing department and contributing members to creative ideation, marketing, and business development initiatives.

05. 2017 - 05. 2019 **1265 Creative** *Irving, Texas, USA*

Creative Director

- Duties
- Lead a team of art directors, designers, copywriters and guide them creatively to turn client requests into meaningful visual content through the use of various creative mediums including video, set design, print, and digital graphic design.
 - Serve as a hands-on Art Director for the company ensuring adherence to clients' brands and providing appropriate feedback to staff to deliver best-in-class creative assets.
 - Manage the development and upkeep of a resources list of active freelance resources for post-production and content creation.

03. 2016 - 05. 2017 **Fossil Group, Inc** *Richardson, Texas, USA*

Video Specialist

- Duties
- Preproduction, production and postproduction of Brand video and commercials of brands like Fossil, Emporio Armani, Michael Kors, Misfit, Skagen, Diesel, Kate Spade and Chaps.

02. 2016 - 03. 2016 **The Marketing Arm** *Dallas/Fort Worth, Texas, USA*

Art Director

- Duties
- Develop and create graphics design (digital and print), multimedia content, motion graphic videos in After Effects and Premiere Pro.
 - Create layouts for email campaigns, direct mail, social media and other.
 - Clients included : Cheetos and Doritos.

03. 2015 - 03. 2016 **Creative Circle** *Dallas/Fort Worth, Texas, USA*

Art Director - Video Specialist

- Duties
- Develop and create video content, motion graphic videos in After Effects, Premiere Pro, graphics design (digital and print).
 - Direct and coordinate video shoots, edit commercials, corporate videos.
 - Create layouts for email campaigns, direct mail, social media and other.
 - Clients included : Fleishman-Hillard, Alchemy at AMS, Tekzenit, Pet Healthy Holdings, Diaspora Black News, Hardbite, Support Troops.

01. 2016 - 02. 2016 **Targetbase** *Dallas/Fort Worth, Texas, USA*

Art Director

- Duties
- Develop and create graphic design (digital and print), multimedia content, motion graphic videos in After Effects and Premiere Pro.
 - Create layout for email campaigns, direct mail, social media and other.
 - Clients included : Galderma, Acura.

04. 2012 - 02.2015 **Mxm Studios & Rentals** *Irving, Texas, USA*

Video Specialist

- Develop and create video content, motion graphic videos in After Effects, Premiere Pro, graphics design (digital and print).
- Direct and coordinate video shoots, edit commercials, corporate videos.
- Create concepts, scripts and storyboards.
- Interact with clients in order to present concepts and projects.
- Clients included : Heineken, Bmw, BET-Centric, Texas Land & Cattle, Tiger of Sweden, Keyless.co, Loulou Magazine, Nationalgrid and BenNye.

01. 2008 - 03. 2012 **Freelancer** *Montréal, New York / Québec, New York / Canada, USA*

Art Director / Director - Cinematographer

- Duties
- Develop and create graphic design (digital and print), multimedia content, motion graphic videos in After Effects and Premiere Pro.
 - Create layout for email campaigns, direct mail, social media and other.
 - Direct and coordinate photo and video shoots, edit commercials, corporate videos, films and documentaries.
 - Clients included : Kia, Heineken and Niveiotech.



Northlake College
Irving Texas

Degree: Associate of Arts [2013 - 2016]



- Adobe Photoshop ★★★★★
- Adobe Illustrator ★★★★★
- Adobe Indesign ★★★★★
- Premiere Pro ★★★★★
- Sketch ★★★★★
- Maya 3D ★★★★★●
- Microsoft Word ★★★★★
- Powerpoint ★★★★★
- Excel ★★★★★●
- Photography skills ★★★★★
- Video skills ★★★★★
- Davinci Resolve ★★★★★●

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