

Experience:

Creative Director

March 2016-Oct 2017

MYN North America, New York, NY

Designed all material in Photoshop, Illustrator, After Effects and InDesign used across all social media, web, website and merchandise platforms including promotional items, business proposals, web advertisements, product photo / video, model photography, commercials and all other digital creative collateral.

- Created creative strategies to increase brand recognition, contracts, sales and general exposure within our client's target audience in the United States
- Managed all social media platforms; results include increase of 1,000 likes on Facebook page over the course of one month, 1000 followers on Instagram over the course of one month
- Built client relationships through networking and referrals by improving customer satisfaction and quality of work
- Hired, supervised, and motivated a team of 4 to increase their efficiency in GIF animation, social media marketing, copywriting, photography and graphic design for social media and web purposes; ensured staff was well-versed regarding clients' requirements and expectations in compliance with Executive Brand Strategist
- Co-wrote, directed and produced social media boosted commercial advertisement for Chews Happiness
- Worked with Gemy Maalouf to plan two Fashion Week events that garnered interviews and press in PopSugar, Cosmopolitan, NY Style Guide and more

Assistant Manager / Creative Director

May 2013-Present

North Side Hospitality Group LLC, Brooklyn, NY

Run and manage the operation, design and marketing of a rapidly growing hospitality firm.

- Develop, organize and execute innovative special menus, social media posts, holiday/party reservation sheets, and budget proposals for new restaurants
- Maintain accounts (Sysco, Optimum, Breadcrumb, Caviar, Postmates) and troubleshoot IT issues as needed
- Hired, supervised, and motivated a staff of 11 to increase their efficiency; ensured staff was well-versed regarding menu changes, food allergies and specials
- Assisted the Executive Chef in menu planning and design for private events
- Developed ever growing customer base by maintaining a strong and informative social media presence on Facebook and Instagram
- Designed, coordinated and maintained all marketing collateral including a renovation of the premier website

Education:

BFA, Digital Video / Electronic Arts

2005-2012

University of South Florida, Tampa, FL

- Chosen to exhibit video artwork at Optic Nerve Festival at Museum of Contemporary Art - North Miami
- Manager of 2012 Graduation Show, "The Vault", the first show at the historic renovated Franklin Bank Venue, Tampa, FL
- Maintained communication with venue manager regarding entry to the venue, installation of art show, food vendors, etc.
- Recognized for my artwork, collaborative and curatorial contributions to the Tampa Bay art scene in "20 under 25 People" Creative Loafing Magazine

Skills:

- Graphic Design (Print & Web)
- DSLR Photography and Video
- Social Media Marketing
- Creative Strategy & Art Direction
- Branding
- Event Planning

- Motion Graphics & Video Editing
- Web Design (UI & UX)
- Front End Development (HTML, CSS)
- Typography & Illustration
- Leadership Experience
- E-Commerce
- Art History

Adobe Creative Cloud:

- Photoshop
- Illustrator
- InDesign
- After Effects & Premiere
- Muse
- Bridge & Lightroom

Languages:

- Spanish Fluent
- HTML Fluent

Certifications:

- NYC Food Protection Cert.