



# BETANCOURT<sup>©</sup>

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SENIOR DIRECTOR OF BRAND

RICKBETANCOURT.COM 

## ALTAMED

### SENIOR DIRECTOR OF BRAND

2024 - PRESENT

- Led creative and production teams in delivering high-volume, brand-consistent digital assets and campaigns across healthcare, community engagement, and consumer-facing initiatives.
- Directed end-to-end creative operations for brand, photo, video, and design projects, from brief intake and casting to production and post, ensuring scalable workflows, quality control, and visual excellence.
- Collaborated with executive stakeholders, IT, and engineering to develop and implement creative tools, asset libraries, and systems supporting a large in-house studio team.
- Managed vendor relationships and internal resources to execute high-impact content at scale across web, social, print, and event channels, with a strong focus on brand integrity and compliance.
- Drove innovation in branded content strategy, elevating the storytelling and execution of imagery and video assets while meeting complex regulatory standards and timelines.

## BRANDS

- ALTAMED
- ALTAMED PACE
- ALTAMED VIVA GOLD
- GROW PROUD
- GROW PINK
- ALTAMED FOUNDATION
- CHAPCARE BY ALTAMED
- ALTURA
- ALTAMED ART COLLECTION
- MY VOTE, MY HEALTH

## KERN AGENCY

### A. CREATIVE DIRECTOR

2018 - 2024

- Oversaw production of full-scale, brand-driven content for Fortune 100 clients, including digital photo and video assets, social campaigns, UI/UX, booth displays, digital OOH, and full websites.
- Art directed on-figure and off-figure product photography, collaborating with photographers, stylists, retouchers, editors, and production partners to deliver compelling visuals aligned to brand standards.
- Led cross-functional creative and studio teams to deliver e-commerce and lifestyle content across categories, merging elevated creative taste with technical execution and volume delivery.
- Presented strategic and visual concepts in new business and client meetings, delivering persuasive creative direction with clearly articulated vision, rationale, and execution plans.
- Developed style guides and creative direction frameworks for consistent execution across platforms, including social, web, and event assets.

## CLIENTS

- DIRECTV FOR BUSINESS
- DIRECTV NOW
- HBO MAX
- AT&T
- AT&T TV
- AMERICAN EXPRESS
- CANON
- CRICKET WIRELESS

## QUIGLEY SIMPSON

### SENIOR ART DIRECTOR

2015 - 2018

- Directed award-winning, multi-platform campaign for Chase Bank/United Airlines, including on-figure photography, immersive digital content, 360 video, motion design, and UI/UX experiences.
- Oversaw a \$1M+ photoshoot and brand campaign that spanned airport billboards, social media, and branded content placements, aligning with luxury lifestyle and travel aesthetics.
- Partnered with social media strategists and copywriters to produce high-engagement content tailored to platform-specific formats and cultural moments.
- Led the creative and visual development of business proposals and RFP decks, successfully selling in new creative directions through strategic insights and innovative concepts.
- Maintained high standards for design and visual storytelling, ensuring all deliverables supported broader business and brand goals.

## CLIENTS

- UNITED EXPLORER CARD
- WEIGHT WATCHERS
- LAFD
- CHASE-MARRIOTT
- DISNEY
- SUPER SMILE
- PET SMILE

## FOX STUDIOS

### ART DIRECTOR

2014 - 2015

- Art directed global launch creative for major FOX properties, managing concept development, casting, shoot planning, and digital production with entertainment-focused aesthetics.
- Served as the graphic and visual lead for Empire, collaborating on a digital and social rollout that contributed to a record-setting 9.9 million viewer premiere.
- Partnered with photo, design, and production teams to execute high-volume digital assets for entertainment e-commerce and marketing platforms.
- Led the design and execution of visual identities and promotional content across social, digital, experiential, and outdoor platforms, with a sharp eye for trend-driven, culturally relevant storytelling.
- Oversaw fast-paced creative workflows while preserving premium quality and brand standards in every phase of the production pipeline.

## CLIENTS

- FOX SPORTS
- EMPIRE
- THE LAST MAN ON EARTH
- AMERICAN IDOL
- GLEE
- BACKSTROM
- GOLDEN GLOBES
- FIFA WOMEN'S DIVISION

 INDESIGN	 ILLUSTRATOR	 PHOTOSHOP	 ADOBE XD	 AFTER EFFECTS	 DREAMWEAVER	 FLASH	 PROTOOLS	 FIGMA	 WIX EDITOR	 SQUARESPACE
 CHATGPT .AI	 PERPLEXITY .AI	 GETLINER .AI	 CHATZ .AI	 GOOGLE GEMINI .AI	 WHISK .AI	 GROK .AI	 SORA .AI	 NANO BANANA .AI	 KLING .AI	 CANVA .AI
 WORDPRESS	 QUARK EXPRESS	 COREL DRAW	 REASON	 KEYNOTE	 SKETCH	 OFFICE	 GOOGLE DOCS	 BASECAMP	 HARVEST	 WORKFRONT

- ADOBE CREATIVE SUITE
- ART DIRECTOR
- GRAPHIC DESIGN
- ADVERTISING
- SOCIAL STRATEGIST

- PHOTOSHOOT DIRECTOR
- PRO RETOUCHER
- VISUAL DESIGNER
- UX/UI DESIGN
- ILLUSTRATOR

- INTERACTIVE DESIGN
- VIDEO EDITOR
- VISUAL EFFECTS
- WEB DESIGN
- WEB ANIMATIONS

- BRANDING & IDENTITY
- CONCEPT DEVELOPMENT
- DIGITAL MARKETING
- PRINT PRODUCTION
- PACKAGE DESIGN

ART INSTITUTE OF CALIFORNIA, SD  
**BACHELOR'S OF SCIENCE IN ADVERTISING**  
2007

LAZARO CARDENAS, MEXICO  
**CERTIFIED IN ARCHITECTURE DRAWING & CONSTRUCTION**  
2003

ENTERTAINMENT CAREER CONNECTIONS, CA  
**CERTIFIED IN MUSIC PRODUCTION & AUDIO ENGINEERING**  
2015

ADDITIONAL SKILLS  
**FINE ART PAINTER — POP SURREALISM**  
**IMAGE COMPOSITING & RETOUCHING**