

# BETANCOURT<sup>©</sup>

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A. CREATIVE DIRECTOR

PROFESSIONAL EXPERIENCE

## KERN AGENCY

### A. CREATIVE DIRECTOR

2018 - PRESENT

- Supervised and led creative teams consisting of senior art directors, copywriters and strategists. Coordinate with KERN studio departments and accounting teams.
- Managed and directed creative, editorial, and new product development for brands with multiple global product lines.
- Increased our internal financial scope by 10% through successful creative led campaigns, which cultivated an environment of support to our direct department.
- Client work included: 1M+ budget photoshoots, interactive tool guides, e-books, social media campaigns, digital OOH billboards with responsive ads, trade show design and booth displays, key art with marketing materials and digital assets, video commercial reels and animation, print tactics and full brand websites.
- Based on client RFPs, designed and produced presentation decks for new business; this included concept, graphics, tactics and client pitches.

## 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

- Produced the highest revenue campaign for a client within our agency. This was a campaign for Chase Bank/United Airlines and included the production of print, digital, social, interactive, 360 video, news and media, digital commercial, direct mail and brand marketing materials.
- Collaborated with social strategists, copywriters and the Facebook team to launch multiple successful social media campaigns.
- Led as Senior Art Director for a 1M+ photoshoot and campaign that featured on multiple airport billboards, all social platforms and video/print mediums.
- Based on client RFPs, designed and produced presentation decks for new business; this included concept, graphics, tactics and client pitches.

## CLIENTS

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

## FOX STUDIOS

### GRAPHIC ARTIST

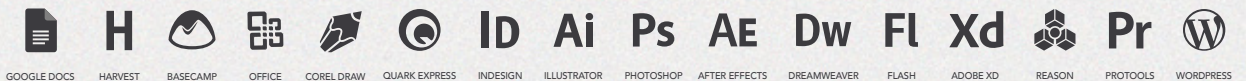
2014 - 2015

- Creative digital designer and social campaign strategist for the launch of multiple successful FOX titles, which were targeted at global markets.
- Directed concepts for digital, social and guerrilla advertising campaigns with multiple design teams.
- Collaborated with the key art department to provide design direction and feedback for the cross-functional entertainment studio and their creative partners.
- Served as the graphic lead for FOX's TV series, Empire, which launched as the highest-rated TV series in the past 23 years. Our digital and social campaign contributed to the pilot episode breaking the record with 9.9 million viewers.

## CLIENTS

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

- 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



SAMPLES: SOCIAL MEDIA VIDEO KEYART WEB UI/UX

EDUCATION

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**