

## A. CREATIVE DIRECTOR

### KERN AGENCY

#### A. CREATIVE DIRECTOR

2018 - PRESENT

- **Led High-Performing Creative Teams:** Supervised and inspired cross-functional creative teams, including senior art directors, copywriters, and strategists. Ensured seamless coordination with KERN studio departments and accounting teams to deliver exceptional results.
- **Achieved Financial Growth:** Spearheaded successful creative campaigns that increased internal financial scope by 10%, fostering a supportive and thriving environment within the department.
- **Executed High-Budget Projects:** Oversaw client projects with budgets exceeding \$1M, including high-profile photoshoots, interactive tool guides, e-books, social media campaigns, digital OOH billboards with responsive ads, trade show designs, booth displays, key art and marketing materials, digital assets, video commercial reels, animations, print tactics, and full brand websites.
- **Crafted Compelling Business Proposals:** Designed and produced persuasive presentation decks based on client RFPs, incorporating innovative concepts, striking graphics, effective tactics, and compelling client pitches to secure new business opportunities.

#### 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 Highest Revenue Campaign:** Spearheaded a comprehensive campaign for Chase Bank/United Airlines that generated the highest revenue within our agency. This multifaceted campaign included the production of print, digital, social, interactive elements, 360 video, news and media coverage, digital commercials, direct mail, and brand marketing materials.
- **Executed Successful Social Media Campaigns:** Collaborated effectively with social strategists, copywriters, and the Facebook team to launch multiple high-impact social media campaigns, driving significant engagement and brand awareness.
- **Led High-Budget Campaigns:** Directed a \$1M+ photoshoot and campaign as Senior Art Director, resulting in prominent placements across airport billboards, social media platforms, and various video/print mediums, significantly enhancing brand visibility.
- **Crafted Persuasive Business Proposals:** Designed and produced compelling presentation decks based on client RFPs, incorporating innovative concepts, striking graphics, effective tactics, and persuasive pitches to secure new business opportunities.

#### CLIENTS

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

### FOX STUDIOS

#### GRAPHIC ARTIST

2014 - 2015

- **Global Launch Campaign Strategist:** Spearheaded creative digital design and social campaign strategies for the launch of multiple successful FOX titles, effectively targeting global markets and driving international engagement.
- **Directed Innovative Ad Concepts:** Led the development of groundbreaking digital, social, and guerrilla advertising campaigns, coordinating with multiple design teams to ensure cohesive and impactful execution.
- **Collaborative Design Leadership:** Worked closely with the key art department to provide expert design direction and constructive feedback, enhancing the output of the cross-functional entertainment studio and its creative partners.
- **Graphic Lead for Record-Breaking TV Series:** Served as the graphic lead for FOX's TV series, Empire, which debuted as the highest-rated TV series in 23 years. Our digital and social campaign played a pivotal role in the pilot episode achieving a record-breaking 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



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**