

SKILLS

Fluent in English & Spanish
Fully proficient in Office Suite &
Adobe Creative Suite
Fully Final Cut Proficient
Product & Lifestyle Photography
Video Editing & Animation
Branded Story Telling
Brand Identity & Logo Design
SEO/ SEM Optimization
Web Development
Strategic Planning
E commerce
B2B & B2C Sales
Event Logistics

EDUCATION

MIAMI AD SCHOOL
MS, Art Direction Global Creative Tactics
Graduated 2011

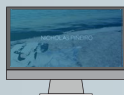
FLORIDA INTERNATIONAL UNIVERSITY
MS, Mass-Comm Cross Cultural Marketing
Graduated 2011

FLORIDA INTERNATIONAL UNIVERSITY
BS, Comm/Journalism, PR & Marketing
Graduated 2006

AWARDS

4 - Time Telly Award Recipient '18-'19
Producer
Creator
Motorsport Report
Sidetracked with Derek D.

CONTACT



WORK EXPERIENCE

HAUTE LIVING MEDIA

Executive Creative Dr.
8/19 – Present

VIDEO • PRINT • DIGITAL

VIDEO PRODUCTION– Branding, social media, content creation, production schedule, project management, client promotion, film, edit, visual effects, post-production, color correction, audio design, standards & practices

PRINT DESIGN– 3 print editions, +60K distribution, manage client ads, print specs, layout, design, placement

DIGITAL CONTENT– Social media content creation, promotional campaigns, engagement strategy, copy writing

MOTORSPORT.COM

Sr. Producer
1/17 – 6/19

VIDEO • PHOTOGRAPHY • DIGITAL

VIDEO PRODUCTION– Series concept & creation, program branding, social media development, content creation, production schedule, project management, lighting, set-design, script, film, edit, visual effects, post-production, color correction, audio design, standards & practices

PHOTOGRAPHY– Luxury timepiece, apparel, accessories, automotive, architecture, tech & lifestyles goods

DIGITAL CONTENT– E-mail marketing campaigns, design, GIF/ banner creation, video, file compression, strategy

CONDITION CULTURE

Marketing Director
7/14 – 1/17

BRANDING • STRATEGY • B2B

BRANDING– Brand re-positioning from b2b to include b2c and e-commerce, product photography and video execution, web development, packaging design, trade show, PR, social outreach, launch events

STRATEGY– Manage family of 5 beauty and accessory brands, collateral creation, consistent market branding, end-user outreach & market penetration

B2B– Maintain professional product brand & develop end-user friendly variations, stockist support & client education

APRIL AMERICAS

Art Director
3/12 – 4/14

BRANDING • VISUAL • STRATEGY

BRANDING– Latin American, Caribbean & US markets, develop and implement consistent brand guidelines, visual and design standards, consistent branding and messaging across all markets, sales team support, web-design

VISUAL– Branded photography and lifestyles images, unique to niche market and universal clientele

STRATEGY– E-mail marketing campaigns, design, GIF/ banner creation, video, file compression, roll-out strategy

NOTABLE PROJECTS

MOTORSPORT REPORT & SOCIAL CIRCUIT 2018-2019– Being tasked with creating the inaugural programming for a growing multi-media brand that included Motorsport.com, Autosport.com, Autosport Magazine and over 15 other brands was not an easy undertaking, but the result was two series that I am truly proud to have created and developed alongside some of the best in the racing industry.

ENOVATION BRANDS 2019– An umbrella company with a family of over 12 spirit brands ranging from VOGA vodka to Gemma Sparkling Wines to Zamaca Maca liqueur, but with no end-user facing branding or campaigns. In the span of 2 months I developed 4 full campaigns including all web, digital, outdoor and POS marketing collateral.

KATY PERRY FRAGRANCES 2010-2012– At an early time when Instagram merely began to exist, the team at Gigantic Parfums were pioneering innovative, interactive campaigns and launches that reached the coveted tween demographic. Having been one of the first celebrity fragrances, the Katy Perry brand afforded us the ability to design packaging that was unlike anything before seen in the fragrance industry.

SELENA GOMEZ FRAGRANCES 2011-2012– Also one of the earlier celebrity beauty brands, Selena Gomez self-named introductory fragrance was an opportunity to blend the world of music and fragrance through packaging and interactive campaigns that struck a massive chord with the young consumer.