

EXPERIENCE

- Head of Creative / [March 2020 - Current](#)
BLOOM MEDICINALS - Redesign and rebrand all marketing campaigns. Provide digital and traditional assets to various retail stores across the US. Support and assist Social Media specialists with campaigns. Design brand's new apparel and packaging.
- Creative Director - Graphic Designer / [2018 - 2020](#)
WEBSTORE GROUP - Manage the creative process from concept to completion. Conceptualize and execute product packaging, brand identity, and product listing graphics. Develop and execute branding for multiple in-house brands. Provide Art Direction to product photoshoots for marketplaces listings.
- Creative Director / [2014 - 2018](#)
WOMEN'S INTERNATIONAL ZIONIST ORGANIZATION - Manage all aspects of the creative process. Conceptualize, design and create all marketing materials. Create and manage all social media and email marketing campaigns. Design and manage website. Direct and produce all promotional videos.
- Creative Director / [2012 - 2014](#)
OM'ECHAYE WELLNESS & FITNESS CENTER - Conceptualize, design and create both online and offline communication materials. Create and manage all social media and email marketing campaigns. Redesign company's website and corporate identity. Create and manage restaurant identity and marketing.
- Art Director / Graphic Designer / [2005 - 2012](#)
PALINDROME CONSULTING - Design and create both online and offline communication materials. Create and manage all social media and email marketing campaigns. Responsible for maintaining and installing computer networks based around Microsoft Server and Apple Technologies.
- Art Director / [2000 - 2005](#)
J. WALTER THOMPSON - ARGENTINA - Create key designs/layouts for print and TV advertising. Contribute new ideas and creative design solutions. Partner with clients and senior team members across departments to heighten a brand's significance and performance.

EDUCATION

- College / [2000 - 2005](#)
ESCUELA SUPERIOR CREATIVOS PUBLICITARIOS - Bachelor's Degree in Advertising as an Art Director. Master's Degree of Fine Arts in Graphic Design.
- Certifications / [2008 - Current](#)
 - Apple Certified Associate
 - Adobe CS Design Master
 - Adobe CS Web Master
 - UX / UI Design Certification
- Languages
 - Spanish
 - English
- Software
 - Adobe Xd, Photoshop, Illustrator, InDesign, Lightroom, Spark, Final Cut Pro, After Effects, Dreamweaver, HTML5 / CSS3, Maya, Audition, Sketch, Figma, Canva, SketchBook

MISC.

- Artist / [2012 - Current](#)
Showcased Macro Photography Artwork at several Galleries in Miami including Art Basel.
- Volunteer / [2007 - 2012](#)
Museum of Contemporary Art - Involved behind the scenes of Miami's largest and most prestigious art events.
- Contributor / [2007 - 2009](#)
Urbana Magazine - Designed spreads and photoshoots according to the monthly issue.