

Gustavo Flores

CREATIVE DIRECTOR

RESUME

An introduction to me



Basic Info

Name	Gustavo Flores	Phone	954 326 6592
D.O.B	20th June 1972	Email	gfadvertising@me.com
Address	11463 Sea Grass Circle Boca Raton, FL 33498	Website	www.gustavoflorescreative.com

Work

- Since 2015** **Brown Parker & DeMarinis Advertising | Art Director**
Advertising Agency Experience – My current role as an Art Director sees me using intentional strategy, audience insights, and unique creative to deliver impactful marketing messages through traditional print, digital and broadcast platforms for our various healthcare clients. In collaboration with others, I have had successful efforts in directing and implementing a broad range of creative executions from conception to launch.

Software Used: Adobe Creative Suite, Photoshop, Indesign, Illustrator, WordPress, Microsoft Office
- 2014** **Advertising Tank | Creative Director**
Advertising Agency Experience – Worked with small businesses to establish their marketing and advertising efforts. Responsibilities with clients included brand development, online presence, social media to search marketing and more. Projects have included print design, web design, graphic design, social media campaigns, brand development and others. I was the creative force behind these efforts.

Software Used: Adobe Creative Suite, Photoshop, Indesign, Illustrator, WordPress, Microsoft Office
- 2012** **Intense Wear | Senior Art Director**
Apparel Brand Experience – I established the creative department for this U.S. based clothing manufacturer and lead the effort to bring all creative processes in house. This included fashion design, photography and product catalogue production for the launch of their performance label, SofiBella. I was responsible for the brand development and management of marketing initiatives including but not limited to email blasts, event marketing and social media.

Software Used: Adobe Creative Suite, Photoshop, Indesign, Illustrator, Adobe Acrobat, Volusion Shopping Cart
- 2000** **SofferAdkins | Art Director**
Advertising Agency Experience - As a Creative Designer and SA team member I was tasked with print design, graphic design and photography work including retouching and compositing. I was also able to contribute to the creative direction of new business pitches.

Software Used: Adobe Creative Suite, Photoshop, Indesign, Illustrator, Quark Express, Microsoft Office

Study

1992 Grad	Advertising Design Art Institute of Fort Lauderdale	1992 Comp	Communication Arts William T McFatter Vocational Tech
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Skills

Creative Concepts		Adobe Creative Cloud	
Brand Development		Microsoft Office	
Graphic Design		Word Press	
Photography		SEO	
Writing		Social Media	