

🏠 Washington, DC

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🌐 www.mgarciaad.com



EXPERIENCE

Senior Art Director

Conill Advertising *May 2016 to Aug 2017, Los Angeles, CA*

- Provide T-Mobile creative solutions that are strategic, thoughtful, and elegant, with a focus on digital & social, in order to achieve maximum impact and communication goals.
- Develop creative social media campaigns while collaborating with the social content team on strategy, roll out plans and editorial calendars.
- Spearheaded the creative development of Toyota Latino's Day of the Dead campaign, it's most engaging festival of 2016, generating 8.6M impressions and 2.6M engagements.

Clients

- T-Mobile
- Toyota
- Aflac

Associate Creative Director

Prime Access *June 2015 to Jan 2016, NY*

- Fully relaunched robust, comprehensive Spanish language diabetes site: espanol.cornerstones4care.com including redesign of UX and UI.

Clients

- Merck
- Novo Nordisk
- Quest Diagnostics

Senior Art Director

Lopez Negrete Communications (Verizon Wireless)

May 2014 to June 2015, NY

- Successfully launched multiple brand and promotional campaigns, including World Cup and 2014 holiday campaign, which led the category ranking highest amongst telecom competitors.
- Conceptualized 2015 brand campaign, supervised TV postproduction edits, color correction, conform and photo retouching.
- Managed projects, coordinated teams, external vendors and delegated responsibilities.

Senior Art Director (freelance)

DIRECTV *July 2013 to May 2014, NY*

- Art directed and consulted on Latin-American World Cup 2014 initiatives.

Senior Art Director

KBS+P *Aug 2009 to Feb 2012, NY*

- Lead art director of the new business team which involved countless creative pitches (eg. Coca Cola & Johnnie Walker).
- Collaborated with strategic team to develop relevant digital initiatives for current and potential clients such as Tecate & H&M.
- Regularly attended client meetings and presented to senior marketing executives.

Clients

- Jergen's
- BMW
- John Frieda
- Tecate/Tecate Light

Art Director

Bromley Communications *Nov 2007 to May 2009, NY*

Clients

- Dawn
- United Healthcare
- Citibank
- Always
- Nexium
- Scholastic

Graphic Designer > Art Director

Winglatino *Dec 2003 to Nov 2007, NY (promoted in 2005)*

Clients

- Smirnoff Ice
- Pantene
- Febreze
- Johnnie Walker
- CoverGirl
- Goya
- UETA/Diageo
- Downy
- Kmart



EDUCATION

Master in Digital Marketing

IE Business School, 2012 - 2013

Madrid, Spain

BFA, Packaging Design

AAS, Advertising Design

Fashion Institute of Technology, 2002

New York, NY



SOFTWARE SKILLS

Adobe Illustrator



Photoshop



InDesign



Keynote



PowerPoint



Google Doc Slides



Premiere Pro



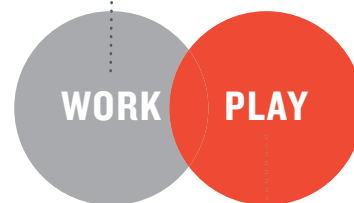
LANGUAGES

Fluent in English and Spanish



WORK & PLAY

Team Player • Reliable • Creative • Results Oriented
 Entrepreneurship • Autonomous



Tech Junkie • Wanderlust • Photography • Running
 Gastronomy • Crafts • Digital Geek



GLOBAL CITIZEN

