

MARKETING & CREATIVE DIRECTOR

ROWENALUNA.COM

PROFILE

Award-winning marketing and creative professional with extensive knowledge in visual design, brand identity and development, and marketing strategies. Entrepreneurial, independent thinker with a team spirit to optimize organizational communications. Experience working with Marketing, Advertising and PR agencies to service their national and international clients as well as directly with end clients, both with transformational results leading to increased profits and efficiency. Possesses strong written and oral communication skills for successful delivery of presentations. Capable of translating a client's needs into beautiful, intelligent and cohesive graphic representations. Resourceful and versatile problem solver capable of accommodating client's visual style, branding needs and project delivery goals. Enthusiastic and thoughtful marketing executive with a commitment to excellence and attention to detail. Possesses a passion for creative marketing communications coupled with substantial graphic design and production experience.

EXPERIENCE**LEFTRIGHT DESIGN, INC | MARKETING & CREATIVE DIRECTOR | MIAMI, FL | 1994 - PRESENT**

Marketing & Creative Director focused on providing marketing and design solutions for clients in various industries including advertising, business centers/work spaces, corporate, education, entertainment, finance, healthcare, hospitality, human resources/staffing, industrial/product, marketing and public relations, meetings and events, nonprofit/public service, professional services, real estate, technology, travel and tourism. Projects include design of corporate identity systems, advertising/marketing campaigns, annual reports, catalogs, email blasts, invitations, magazines, marketing brochures, online banners, press kit folders, newsletters, promotional materials, packaging, signage, exhibit and event displays, public awareness collateral pieces, direct mail, web sites, and multi-media installations including video. Administers all aspects of business including new business development, marketing, bidding, negotiating contracts, budgets, scheduling, project management, as well as subcontract individuals to facilitate completion of projects and coordinate with outside vendors, commercial printers, and service bureaus.

RELATEDISG INTERNATIONAL REALTY | MARKETING DIRECTOR | AVENTURA, FL | 2014 - 2020

Marketing Director responsible for managing all RelatedISG International Realty marketing efforts along with maintaining real estate agent relationships. Involved in the development of corporate and agent marketing strategies and the creation and enhancement of programs and projects, as well as analyzing market trends that affect demand and recommending action plans. Also responsible for managing the staff in the marketing department to coordinate and complete all marketing requests.

- Spearheaded the complete rebranding of RelatedISG International Realty and designed, developed and implemented a comprehensive marketing program including print, digital and social media, which was highly influential in the growth of the company's agent workforce from 56 agents in 2014 to over 500 agents in 2019.
- Directed the implementation of an automated online design-to-print platform for use by the realtor associates improving production of company-branded marketing collaterals.
- Directed the design and content for the RelatedISG International Realty website upgrade including personalized agent websites and a Customer Relationship Management (CRM) platform, offering significant tools for increasing overall company profits.

FORTUNE INTERNATIONAL REALTY | CREATIVE DIRECTOR / SENIOR GRAPHIC DESIGNER | MIAMI, FL | 2005 - 2008

Creative Director responsible for the conceptualization and execution of visual design solutions for Fortune's advertising and marketing collateral elements including Fortune Showcase Magazine, Fortune Monthly Direct Mailer, new development branding and brochures, Fortune Corporate Identity System revamp, Fortune Listing Presentation and New Sales Associate Package. Also responsible for ongoing branding and marketing projects for the 750+ individual residential and commercial realtor associates across 12 offices in South Florida.

UNIVERSITY OF MIAMI | DEPARTMENT OF ART & ART HISTORY | LECTURER/INSTRUCTOR | CORAL GABLES, FL | 1999

Instructor of an intermediate graphic design and communications course, responsible for teaching the principles, concepts, methods and techniques of visual communication, concept development and creative problem-solving.

EDUCATION

UNIVERSITY OF MIAMI | Master of Fine Arts in Graphic Design | With Honors | Coral Gables, FL

STUDIO ART CENTERS INTERNATIONAL | Post-Graduate Coursework | Florence, Italy

MASSACHUSETTS INSTITUTE OF TECHNOLOGY | Master of Science in Civil Engineering | Cambridge, MA

UNIVERSITY OF MIAMI | Bachelor of Architecture | Summa Cum Laude | Coral Gables, FL

SKILLS

SOFTWARE | Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Professional), QuarkXPress, Apple & Microsoft Office Suites, Wordpress, Redbooth for Project Management. Experience with CRM tools including Vertical Response and Mailchimp.

LANGUAGES | Fluent in English and Spanish, Elementary proficiency in French and Italian.

References available on request.