



LEODESIGNS

Christian Carrero

Creative Manager // Resume & Portfolio

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Summary.

A dynamic Creative Manager with a proven track record of successfully creating corporate brand identities and high-level promotional campaigns. Shown ability to lead successful creative teams to deliver pivotal projects under strict deadlines. An innovative problem solver with great people skills – able to collaborate and communicate with cross functional teams and vendors.

Education.

Montgomery College

Associate of Arts (A.A.), Computer Graphics & Animation.
1995 – 1997.

Corcoran College of Art and Design

Design Certification, Media Design. 1997.

Capabilities.

- Brand Development.
- Print, Web and Billboard Advertisement.
- Digital and Offset Printing.
- Flash, HTML5 and GIF Animation.
- Web Layout and UI Design.
- PowerPoint Presentation Build and Design.
- External and Internal email Communications.
- Traffic Management and Project Coordination.

Technical Skills.

- Adobe Creative Suite; Acrobat Pro, Illustrator, InDesign, Photoshop, Flash, and Dreamweaver.
- Microsoft Office; Word, PowerPoint, and Excel.
- Programming Languages; HTML, CSS, ActionScript, Javascript, and jQuery.
- Content Management Systems; Sitecore and LightCMS.
- Marketing Automation Platforms; Eloqua and Campaign Monitor.
- Operating Systems; Mac OS X and Microsoft Windows.

Experience.

Creative Manager, Deltek, Inc.

June 2006 – Present

As Creative Manager I am responsible for the development and execution of creative concepts for marketing and web solutions. I oversee the workload of internal and external designers and ensure that all marketing materials comply with brand standards.

Accomplishments.

- Led the art direction of new corporate brand identity.
- Spearheaded creative development for annual events such as “Deltek Insight” user conference, executive symposium, and company sales kickoff.
- Managed design deliverables for annual user conference, including 300+ session presentations, conference guide, registration website, promotional emails, direct mail communications, and event signage.
- Created interim brand guidelines for several large company acquisitions.
- Oversaw re-branding of all marketing collateral and corporate websites.
- Developed user guidelines, templates, stylesheets, and graphics libraries using Adobe Creative Suite applications.

Sr. Designer, webMethods, Inc.

April 2005 – June 2006

As Sr. Designer I was responsible for handling the design and layout of all marketing collateral, including corporate brochures, datasheets, case studies, and whitepapers. I also created designs for print and web ads, promotional emails, corporate presentations, and tradeshow booth displays.

Graphic Designer, Patton Electronics.

August 2000 – April 2005

Graphic Designer, APS.

January 1999 – July 2000

Output Specialist, ABC Imaging.

June 1997 – September 1998