

alex ab barrera

alexabbarrera1@gmail.com // 786.554.4200

QUALIFICATIONS I've been fortunate enough to work in all areas of Advertising and Marketing on both the agency and client side. print, web, television and radio Not only as an art director/designer, but also as a manager, animator, programmer, writer, illustrator and mentor. I'm a strong public speaker with public relations skills and a strong work ethic and am constantly seeking opportunities to improve in all areas of design. I'm Fluent in both English and Spanish and able to work in Mac and PC environments.

EDUCATION **UNIVERSITY OF MIAMI**, Coral Gables, Fl
Bachelor's Degree: Science in Communications, 2001
Double-Major: Advertising and Graphic Design / Minor: Direct Marketing



WORK EXPERIENCE **GULFSTREAM PARK RACING & CASINO** - Gaming & Entertainment Company
Creative Manager, Digital Media Specialist, 06/13-Present

- Creative & Social Media Director
- Brand Development & Website Redesign Lead
- Jack-of-all-trades
- Art Director & Coordinator (photo & video)
- Creative Concepts / Design / Copywriting - All Media
- Storyboard & Copywriting for Broadcast
- Quick turnaround / fast paced environment
- Budget vs ROI oriented
- Client & Vendor relations
- Exceeded expectations performance reviews

NORWEGIAN CRUISE LINE - Travel and Leisure Company
Marketing Artist/ Designer, 09/08-05/13

- Animation & Illustration
- On-site art direction (photo & video)
- Client & Vendor relations
- Copy proofing & Translation
- Creative Concepts / Design
- Layout and Retouching
- Print / Web / Social Media
- Quick turnaround / fast paced environment
- Grasp new ideas quickly / reach desired results

DIAZ & COOPER ADVERTISING - Advertising Agency
Freelance Artist / Designer, 03/08-07/08

- Creative Concepts / Design
- Animation & Illustration
- Client & Vendor relations
- Copy proofing & Translation
- Quick turnaround / fast paced environment
- Storyboard for Broadcast
- Video production / editing
- Work independently / meet timelines and objectives
- Grasp new ideas quickly / reach desired results
- Retouching
- Met or exceeded performance reviews

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SUN-SENTINEL - Tribune Company Newspaper

Art Director, Marketing Artist / Designer, 02/05-02/08

- Animation & Illustration
- On-site art direction (photo)
- Client & Vendor relations
- Copy proofing & Translation
- Creative Concepts / Design
- Group presentations
- Budget vs ROI oriented
- Developed / Implemented a streamlined work process
- Print / Web / Television
- Quick turnaround / fast paced / small budget
- Video production / editing
- Met or exceeded performance expectations

MIAMI NEW TIMES - Art, Music and Political Periodical

Creative Director, 04/03-08/03

GADA MAGAZINE - Music, Art and Fashion Magazine

Asst. Art Director/Designer, 02/03-05/04

OCEAN DRIVE MAGAZINE- Music, Fashion and Lifestyle Magazine

Asst. Art Director, ODM en Español, ODM, Paradise Magazine 05/00-01/03

COMPUTER SKILLS Highly proficient in:

Photoshop, QuarkXpress, InDesign, Illustrator, Dreamweaver, Flash, HTML, FileMaker Pro, IMovie, SEO, Office Final Cut Pro, After Effects, Cinema 4d, TeamViewer and Parallels

ACKNOWLEDGEMENTS

2014	Gulfstream Park	Romero Award
2011	Norwegian Cruise Line	Addy (Silver)
2010	Norwegian Cruise Line	Addy (Gold/Silver)
2008	Sun-Sentinel	Addy (3) Silver
2007	SunSentinel	Addy (Silver) Portfolios.com (Gold/Merit) Pride Award Marketing CLAP Award
2006	Sun-Sentinel	Addy (Gold/Silver) Portfolios.com (Merit/Merit) Marketing CLAP Award
2005	Sun-Sentinel	(2) Pride Award
2003	GenArt	Artist of the Month for March
2000	University of Miami	Creativity/Leadership Excellence Award Thomson Photo Award