



CREATIVE PROJECT MANAGER

EXPERIENCED DESIGNER

STRATEGIC CREATIVE

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SKILLS

Full Cycle Creative Project Management
Art & Creative Direction
Digital+Print Design
PrePress Production
Web Development

SOFTWARE

Adobe CS | Figma | WordPress
DAM's | Google Suite
PM TOOLS:
Asana | Monday | Basecamp
Clickup | Slack

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON
BACHELOR OF ARTS
Art & Graphic Design

Professional Summary:

Dynamic creative leader with agency, brand, and entrepreneurial experience. Supporting 360° campaign project management and marketing asset production. Proven success with 50+ clients across both B2C and B2B sectors.

2024 R-BRANDCREATIVE (see next page)
Creative Service Provider: Management / Design / Production

- Creative Project Manager for brands and agencies with web development, product packaging, publications, retail promotions, and new product launches.
Art Director leading conceptualization, ideation, and execution of digital+print assets, ensuring alignment with brand standards, stakeholder vision and business objectives.
Senior Digital+Print Designer for brand identity, editorials ads, catalogues, DM's, web/social, emails, product packaging, event signage, and retail.
Production Artist preparing and preflight files for digital and large format printing, while operated and maintain large format printers, troubleshooting and resolving output issues.

2023 BLENDERS EYEWEAR
Senior Project and Creative Manager

Collaborated with the VP of Creative, responsible for facilitating fast-paced, creative production and project planning for 360° campaigns and brands for promotional launches.

- Routinely coordinated creative briefs, facilitated stakeholder feedback, managed task delegation, and initiated production huddles across multi-marketing channels.
Strategized agile workflows while managing personnel to navigate tight deadlines and complex project scopes.
Active producer and manager of photo and video shoots, curating talent, establishing venues, producing pre-pro books and owning legal and budget management.
Consistently engaged in cross-dept huddles in reporting campaign progress, timelines, risk mitigation and goal alignment.

2023 PURPLE CARROT
2022 Senior Creative Workflow Manager

Partnered with Creative Director, took ownership in the management of production for all marketing channel deliverables including bi-monthly publication and all creative requests.

- Managed creative team of 7 in executing marketing requests, establishing brief intakes and task delegations and ensuring efficiency in production, fulfillment and delivery.
Championed improved strategic creative processes involving stakeholder engagement, art direction, all-inclusive proofing and efficient asset management and delivery.
Routinely initiated team huddles and cross-dept alignment sessions for maintaining project trajectory and managing life-cycles.
Continuously nurtured dynamic partnerships with vendors, agencies, and talent while negotiating contracts in line with budget objectives.

2022 CULTURE PARTNERS
Strategic Designer

Aligned with the VP of Marketing, responsible for creating and updating the brands IP training materials and supporting collaterals.

- Strategic production of course training booklets of brand's IP services and products.
Adapted design and layout of IP marketing assets for use in 9 languages.
Produced editable, self-managed asset creation workflow system for global sales team.
Collaborated with cross-functional teams to develop digital marketing assets.

CAREER HIGHLIGHTS

Delivered 22+ new product activation campaigns in 7 months, on time and under budget, increasing new customer base by 80%.

Guided production of 3 highest profit campaigns including the largest net profit month launch in brand history.

Delivered 38 publications in 9 months under tight deadlines within a fast-paced environment.

Streamlined creative workflow process for 30% efficiency increase, 70% error rate reduction and 10% quarterly cost reduction.

Designed and launched Magento themed ecommerce platform for new product activation in 4 months, boosting new revenue by 65%.

Successfully rebranded 5 new product lines of 200+ products to increase brand revenue by 65%, customer retention by 70% and new customer acquisition by 40%.

CERTIFICATES

PROJECT MANAGEMENT FOR CREATIVES

LinkedIn - PMI

LEVEL 1 CREATIVE PROJECT MANAGEMENT

Creative Project Management Academy

Experience Continued...

2021 **EUFORA BEAUTY AND WELLNESS**

2019 **Senior Designer**

Worked with the Creative Director and Education Director in the design and production of all educational course materials and learning tracks for both on and offline channels.

- Senior Designer in the production of educational course catalogs, event announcements, webinars, and event assets.
- Actively implementing new brand standards in product packaging, digital assets, and e-commerce channels.
- Maintained Shopify development for brand's educational porthole in page designing and building, app implementation, supplemental asset creation, and user funnels.
- Streamlined operations through overhaul of brand's image library with systematic naming conventions, consolidation, and strategic backup protocols.

Est
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R-BRANDCREATIVE • SOLE PROPRIETOR

Creative Service Provider: Design / Production / Management

Founded business as independent creative service provider, supporting marketing and design to agencies, start-ups, personal and commercial brands with WordPress development, digital and print design, asset production, training guides and event collaterals.

SUPPORTED BRANDS:

