

# MIGUEL A. BERRIOS

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I am a bilingual creative marketer with many years of experience in delivering award-winning contemporary, results-oriented solutions, through teamwork, strong work ethics and continued evaluations of current trends.

## PROFESSIONAL EXPERIENCE

### **Eastwest Marketing Group – New York, New York**

#### Senior Art Director, 2005–Present

I provide full creative services to all our entertainment clients including Warner Bros., Universal Studios, Paramount Pictures, Nickelodeon, Genius Products and CBS Films. Utilizing available internal resources, I develop presentations and sales materials that clients use to sell up-coming theatrical movies and DVD releases to potential tie-in partners. This includes the creation of PowerPoint Decks, Presentation Boards and other Sales Materials. When a presentation is successfully sold in, I work with a team of account directors, art directors, copywriters, production specialists and outside vendors to further develop the presentations into full, turn-key creative solutions that meet all client expectations. Solutions include, but not limited to, the development and execution of POS, POP, Online Web Content (Flash and HTML), FSI, Print Ads, Sell Sheets and Product Packaging.

### **The Guild Group – White Plains, New York**

#### Senior Art Director, 2003–2005

I served as a key member of the Guild Group's Hispanic Marketing Initiative directing and executing bilingual communication pieces for Kraft's Regional Hispanic Marketing Division (GO Teams). These creative solutions helped our clients successfully identify with the unique consumers found in 5 major Hispanic markets (New York, Chicago, Los Angeles, Miami and San Antonio). Solutions included Retailer-Specific Printed Materials, Turn-Key Onsite Event Programs, and :30 Radio Spots. I supervised up to 3 art directors and mechanical artists, while addressing each region's unique needs, ensuring consistency and accuracy throughout the creative and production process. My main objective was to always insure that our team executed projects innovatively, on time, and within budget. In conjunction, I frequently contributed to and executed Kraft African American programs.

#### Art Director, 1998–2003

I developed printed materials including POS, Sales Kits, Direct Mail, Packaging, FSI and Sell Sheets for various Fortune 100 clients including Kraft Foods (Maxwell House, Starbucks, Post Cereals), Hershey's, Welch's and Unilever (Ragu, Lipton). I worked with the account team on projects for current and prospective clients in order to produce creative that satisfied both the brands and retail chains. In the absence of the Creative Group Director, I served as an interim Creative Supervisor and made sure that all responsibilities were completed. I developed my skills in dealing hands-on with print vendors, photographers, and illustrators to insure fair transactions. These earlier years provided me the opportunity to cater to the growing Hispanic boom in the economy by implementing insight into our New Business strategies which ultimately aided us in landing many accounts, including Welch's and Kraft's Hispanic business.

## SKILLS

I have great interpersonal, communication and writing skills in both English and Spanish. I always maintain a strong focus on getting the job done within budget, and have the ability to prioritize and manage numerous tasks simultaneously. I can manage and mentor others and can quickly solidify myself as a strong team player and quick learner. I am highly proficient in many of today's popular computer software programs including: Adobe Creative Suite, Quark Xpress, PowerPoint and Keynote. I have a full understanding of HTML and Flash's capabilities and limited, hands-on video editing experience.

## EDUCATION

CCNY, New York, NY | 4-Year B.F.A. Diploma (1999)

Major: Fine Arts and Painting with a focus in Computer Graphic Design