

David Pinzon

Los Angeles, CA 90005

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Art Director/ Brand Strategy Analyst/ Project Manager

Graphic Design – Advertising Campaigns– Event Management

Marketing Story-Telling	Creative and versatile marketing professional with extensive trade show and event management experience in planning, scheduling and producing graphic displays and technical presentations.
Content Strategy	
Digital Media	Expertise in the field of advertising design and print production. Intimate knowledge in creative direction, art direction, digital and traditional illustrations, marketing campaigns and branding initiatives for leading local and international business. Self-starter, organized, deadline-oriented and able to interact successfully at all levels. Superior communication, presentation, and training skills.
Vendor Management	
Budget Tracking & Reporting	
Collateral Development	Experienced in multicultural, international environments. Bilingual in English and Spanish. Knowledgeable in Spanish & German markets.
Logistic Management	
Cross-functional Collaboration	
On-site Event Management	
Trade Shows	

PROFESSIONAL EXPERIENCE

RAW INSIGHT Los Angeles CA/ New York, NY

2017-Present

Project Manager/brand strategy analyst - Qualitative Research

- Performed selection and recruitment of 200+ subjects for ethnographic marketing research, including participant observation & in-depth interviews across the US, Spain & Colombia.
- Planned and coordinated 10+ end-to-end qualitative research high-performance field work, while adhering to strict budget & timeline in order to meet tight deadlines and project milestones.
- Performed qualitative data analysis for major clients in the beauty, entertainment & CPG space, uncovering deep insights, while exploring strategic brand associations, symbolic code, and brand attitude.

DPRO—New York, NY

2015-2017

Founder/Creative Director

Provided creative direction and graphic design services by contract as well as brand identity to US & Spanish clients.

- Managed day to day operation. Spearheaded sales, customer service and oversee freelance graphic design pool.
- Negotiated and coordinate with print vendors, photographers and publication sales staff for print and buys.
- Developed graphics and layouts for product illustrations, company logos, and Internet websites.
- Prepared final layouts for printing as well as presentation of final layouts to clients for approval.
- Lead web development, printed & digital catalogs, and media advertising campaigns for global clients, including entertainment industry leaders & media publishers like Fernandes Guitars, Guitar World, Bass Guitar, Revolver Magazine & Music Guitar Player.
- Lead the creative process & content development of 360 marketing campaign for 3 consecutive editions of South American Major Rock Festival, including web development, digital content, merchandise & printed media.

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Event Manager

Lead the team responsible for the design, planning and execution of trade show events across Spain and countries of the European Union.

- Responsible for managing exhibit structures and materials, booth location selection, shipping, setup, breakdown and facility negotiations; including onsite scheduling of exhibit staff
- Planned and developed programs, budgets, and services according to customer requirements for events such as meetings, conferences, and conventions.
- Directed and coordinated marketing activities to promote products and services
- Coordinated the activities of designers, managers, and other personnel throughout the production process.
- Conduct meetings with staff to discuss production progress and to ensure production objectives are attained.
- Resolve personnel problems that arise during the production process

Participated and managed displays for Fitur, Look, Intergift, Madrid Fusion, Expo Reclam, Genera, Cosmobelleza, Bisutex, Iberjoya, Promogift, FIAA, Discovery Channel **FERNANDES GUITARS/HIWATT AMPLIFICATION**—Los Angeles, CA
2002-2015

Art Director/Production Manager

Lead a team of graphic artists, copy editors and writers, overseeing the publication production, including artwork, layout, computer typesetting, and printing, ensuring adherence to deadlines and budget requirements

- Identified, developed and evaluated marketing strategies, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Conferred with production or support personnel to produce or coordinate production of advertisements or promotions
- Inspected layouts and advertising copy and other promotional material for adherence to specifications according to planned advertising campaigns.
- Prepared budgets and submit estimates for program costs as part of campaign plan development.
- Successfully developed creative concepts and brand image for clients such as Peugeot (Desafio Total 2006), Grupo Inditex (Pasaporte a Cortefiel), Vodafone (The Newsletter), TNT (Todos en juego, jornada Rubik) and others.

TECHNICAL PROFICIENCIES

Applications & Systems: Adobe Photoshop, Adobe Premiere, Adobe Illustrator, Joomla, Quark Xpress, Adobe In Design, Microsoft Office

EDUCATION AND CERTIFICATIONS

Bachelor of Advertising- Universidad de Sevilla, Seville, Spain

Courses & Certifications:

Graphic Design – Academia Universidad de Sevilla - **Digital Marketing** – Universidad de Sevilla