

# RENE GORDILLO

## GRAPHIC DESIGNER & CREATIVE DIRECTOR

Responsible for the creative vision and leadership of your brand. I will establish and develop the company's personality, perspective and reason for being. My job will be to translate the brand through key stages of production/development: the brief, concept building, brand protection/evolution and internationalization. Responsible for optimizing creative, based on performance. Also I will be responsible for designs that work cross-platform and globally.

I'm a brand steward and work closely with product, marketing and engineering, plus outside creative services, to move rapidly from concept to launch, testing and interaction.

GET IN TOUCH 



Portfolio  
[www.creativerock.mx](http://www.creativerock.mx)



Mobil  
**044 (55) 22.54.82.87**



Email  
[renegordillo@creativerock.co](mailto:renegordillo@creativerock.co)



LinkedIn  
[mx.linkedin.com/in/renegordillo](https://mx.linkedin.com/in/renegordillo)

### + EDUCATION

- 2013 **Master**  
**Senior Management**  
**Communication and Advertising**  
Centro Universitario de Comunicación
- 1996 **Bachelor's Degree**  
**Graphic Design**  
UDLA - P  
University of las Américas - Puebla

### + EMPLOYMENT

- 2014 — 2016 **CREATIVE DIRECTOR**  
CreativeRock Studio / [www.creativerock.co](http://www.creativerock.co)  
Digital Publications - IPAD  
Palacio de Hierro / Digital MKT  
Editorial, digital & multimedia programming Layout
- 2013 — 2014 **CREATIVE DIRECTOR**  
BLENDA ESTUDIO / [www.blenda.mx](http://www.blenda.mx)
- 2011 — 2013 **BRAND MANAGER**  
FSASStore NY / [www.fsastore.com](http://www.fsastore.com)  
Remote Work / Contributions to many FSASStore.com projects across different departments.
- 2011 — 2013 **BRAND MANAGER**  
BISNOW / [www.bisnow.com](http://www.bisnow.com)  
Remote Work / Responsible for the creative & conceptual graphic identity of the events, through social media marketing solutions. Concept & identity and development proposals for congresses, conferences and workshops.
- 2008 — 2011 **SENIOR GRAPHIC DESIGNER**  
MVS RADIO / [www.mvsradio.com](http://www.mvsradio.com)  
Head of Corporate identity of MVS Radio National and Int. level, responsible for generating and monitoring campaigns in both electronic and printed. Identity News MVS - Carmen Aristegui [Radio & TV Canal 52]
- 2002 — 2008 **ART DIRECTOR**  
MARTE ESTUDIO / [www.martecreativos.com](http://www.martecreativos.com)  
Graphic Concept Development and Coordinator of new projects in brand advertising campaigns corporate identity leading companies both nationally and internationally.

### + PROFESSIONAL SKILLS

- Editorial expert
- Corporate ID
- Print design & Layout
- Web Design [WP] [FTP]
- Adobe Creative Suite
- Photography
- Networking
- Virtual Management experience
- Strategic Use of Visuals and Typography
- Social Media Marketing
- Office
- Mac OS
- Adobe Digital Publishing Suite [IPAD]

### + AWARDS

HONORABLE MENTION  
CUC — Centro Universitario de Comunicación  
For excellent academic performance during postgraduate studies with an average of 10

### + PERSONAL SKILLS

- Project Management & Leadership
- Creative Thinking
- Teamwork
- Social media marketing
- Visual problem solving
- Flexibility and creativity under pressure
- Process-oriented design
- Presentation and attention to detail
- Ability to learn digital design platforms
- Ability to balance work on several projects at a time.