

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



Mobil
(55) 22.54.82.87



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LinkedIn
mx.linkedin.com/in/renegordillo

+ EDUCATION

- 2013 **Master's Degree in Advertising & Communication**
 Centro Universitario de Comunicación
www.cuc.edu.mx
- 1996 **Degree in Graphic Design**
 Universidad de las Américas - Puebla
www.udlap.mx

+ EMPLOYMENT

- 2014—2018 **CREATIVE DIRECTOR**
 CreativeRock Studio
www.creativerock.mx
 Digital Publications - IPAD
 Palacio de Hierro / Digital MKT
 Editorial, digital & multimedia programming Layout
- 2011 — 2014 **CREATIVE DIRECTOR**
 BISNOW
www.bisnow.com
 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. Event image in Hotels and
- 2008 — 2011 **SENIOR CREATIVE DESIGNER**
 MVS RADIO
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 channels. Identity News MVS - Carmen Aristegui [Radio & TV Canal 52] / MVS Espectáculos / MVS Golf / Image of concerts and events of exa & La mejor
- 2002 — 2008 **ART DIRECTOR**
 MARTE ESTUDIO
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
- Project development

+ 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