



Think Sergio

Creative Director & Content Creator



Contact

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Education

Columbia College, Bachelor of Arts

Chicago, IL, June 1999

Major in Marketing Communications

Experience

2015–Present: Freelance Creative Director & Content Creator

Freelance Creative Director with a background in web, video, print, in-store signing and event experiences. Available for assignments, big or small, including copy, design, video, audio, content strategy or large projects as creative lead.

2016–Present: Gagen MacDonald, Creative Consultant

Develop unique creative content that enhances corporate communications through smart visuals and clean design for Fortune 500 companies, including Bristol-Myers Squibb, Guardian Life and BD.

2019–2020: Gagen MacDonald, Director, Marketing Creative

Responsible for all internal Marketing initiatives, including Brand Identity Refresh, Website Redesign, Let Go & Lead Podcast, social creative assets and any projects requiring creative execution and brand implementation.

2013–2015: Schawk!, Creative Director

Maintained brand image for clients, including Amway North America, OfficeMax and Kmart. Work included web, email, video, event marketing, in-store signing, direct mail, catalog and special projects.

2011–2013: OfficeMax, Senior Manager, Advertising

Managed and critiqued the work of Designers, Copywriters, Proofreaders, Retouchers and Content Specialists. Following a strict style guide, I helped maintain the OfficeMax brand identity through design, copy and content for email, print and in-store signing.

Skills

InDesign, Illustrator, Photoshop, Audition, Lightroom, PowerPoint, Word, Outlook, Teams, Final Cut Pro X, Motion 5, Pages, Keynote, WordPress, Mailchimp, Mac and PC proficient

Portfolio

View samples of my work at ThinkSergio.com