



Sergio Torres

## Creative Director & Content Creator



### Introduction:

With the ability to write, design, film, photograph, edit, record and ideate, I create content for a variety of clients in a multitude of medias utilizing a unique set of skills essential for today's marketing needs.

### Education:

Columbia College, Bachelor of Arts  
Chicago, IL, June 1999  
Major in Marketing Communications

### Experience:

#### 2015–Present | Freelance Creative Director & Content Creator

Expertise in creative direction, art direction, copywriting, brand development, brand refresh, website design, video, animation, print & digital campaigns, in-store signing and event experiences.

#### 2016–Present | Gagen MacDonald | Creative Consultant

Responsible for creating content that enhances corporate communications through smart visuals and clean design for Fortune 500 companies, including Bristol-Myers Squibb, Guardian Life and Lowe's.

#### 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.

#### 2009–2011 | Sterling Silver Creative | Creative Director

Responsible for writing all internal marketing materials, such as capability presentations and promotions, in addition to writing and reviewing the creative work for all assigned accounts.

### Skills:

InDesign, Illustrator, Photoshop, Audition, Lightroom, PowerPoint, Word, Final Cut Pro X, Motion 5, Pages, Keynote, Marketing, Branding, Strategy

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