



Think Sergio

Creative Director | Creative Generalist



Hi, I'm Sergio!

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.

My Skills:

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

My Education:

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

My Experience:

2015–Present

Freelance Creative Director | Creative Generalist

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

2024–2025

Zeno Group, Contract Creative Director

Responsible for supporting corporate communications for top brands through multi-channel experiences, internal campaigns, external earned media campaigns, annual report design, and more.

2016–2024

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

Schawkl!, 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.