

# RAPHAEL COTO

DESIGNER

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## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere + After Effects
- WordPress
- Google Web Designer
- Hootsuite / Meta Business Suite / Mailchimp
- Figma
- Workamajig (PMS)

## EXPERTISE

- Creative Team Management
- Marketing/Advertising Campaigns & Tactics
- Ideation & Branding
- Project Management
- Web, Print, & Digital Marketing Design
- Promotional Events & Activities Development

## EDUCATION

- **PAIER College of Art | 1993**  
BFA - Graphic Design  
  
Member of Student Council.  
Organize and execute multiple student body events.

## LANGUAGE

- Bilingual / Spanish

## EXPERIENCE

2013  
Present

### CREATIVE DIRECTOR

Signature Brand Factory

Manage client relationships, including strategy meetings, media plan development, creative concept creation, and presentation delivery. Participate in developing marketing plans for digital, social, print, and web platforms.

Lead a creative team in managing day-to-day projects, from conception to production. Coordinate weekly team status meetings to meet all creative deadlines.

Mentor, train, and manage interns, providing them with guidance and support. Develop WordPress template sites, social media calendars, direct mailings, newsletters, and weekly posts using Hootsuite.

Create a branding style guide and implement a re-branding strategy for client materials, while ensuring brand compliance. Engage in multichannel outreach and work with diverse vendors to achieve top results.

2012  
2013

### SR. ART DIRECTOR

Ryan Partnership

Lead freelance designer on the Bacardi-USA team provided the concept and creative support for national promotional campaigns on Bombay Sapphire, Oxley, Cazadores, Corzo, and D'ussé.

Collaborated on Widmer Brothers Brewing's Alchemy Ale, Redhook's Longhammer, and Audible Ale. The team's creative execution was used in Moët & Chandon and Drew Estates' new business pitches.

2011  
2012

### SR. ART DIRECTOR

Alcone Marketing

Lead freelance designer on the W.J. Deutsch team providing concept and creative support for national promotional campaigns on multiple wine brands, including Yellow Tail, HobNob, Llai Llai, Josh, and Girard. Additionally, provided concepting and creative support for the W.J. Deutsch National 2012 Meeting.

2010  
2011

### SR. ART DIRECTOR

Catapult Marketing

Developed concepts and executed national promotional campaigns and shopper marketing programs for Kraft beverage brands and the launch of MiO. Provided support to the Subway creative team and contributed to winning the Philips Norelco account.

2009  
2010

### SR. ART DIRECTOR

MARS Advertising

Executed national shopper marketing programs for Colgate-Palmolive's products in Walmart, Target, Walgreens, CVS, and Kroger. Provided creative support for new business pitches and executed a national promotional campaign for the Speed Stick Stainguard launch.

Scan this QR Code to explore my design portfolio and to delve further into my extensive design experience and expertise.

