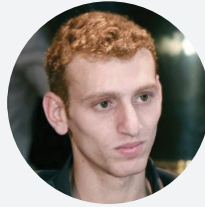


DIEGO HALAC



dhalac@redlinkmanagement.com
www.gingerandturmericdesign.wordpress.com
(305) 528-8882

EDUCATION

Miami Ad School 2011-2013

Bachelor of Arts with a focus on Advertising

University of Miami 2008-2011

Undergraduate School of Business
Minor in Psychology

PROFESSIONAL EXPERIENCE

Red Link Property Management ASSOC. ADMINISTRATIVE OFFICER 2016 - 2018 CHIEF ADMINISTRATIVE OFFICER 2018 - Present

Forge and sustain relationships with tenant-side clients such as business and franchise owners and store/restaurant managers.

Develop reports, administer budgets, allocate resources, and ensure operational compliance according to lease agreements and city/state regulations.

Guide property improvement and maintenance projects, partnering and outsourcing with contractors, building owners, and lessors, ensuring under-budget and on-time completions.

Designed, recommended, and implemented digital filing system to optimize management and accuracy of lease information.

Created and implemented digital internal accounting system to simplify and expedite accuracy of internal accounting information regarding tenant-side accounting and rent reconciliation process.

Spearheaded development and roll-out of innovative partnering strategy with service provider, minimizing costs and maximizing client-side profits.

Led the development and implementation of innovative rebranding and marketing campaign.

Ginger & Turmeric Design Agency FOUNDER/OWNER EXECUTIVE CREATIVE DIRECTOR 2015 - Present

Conceptualized, designed, produced branding identity collateral, brochures, print advertisements, restaurant menus, signage, websites.

Provided photographic services, Image restoration and retouching.

Collaborated with writers, printers, photographers and copywriters during all phases of project spans.

Developed cost-effective printing and implementation strategies, managed print-bidding, and billing.

Univision Deportes ASSOCIATE ART DIRECTOR 2015-2016

Created assets for television and web based show production.

Conceptualized and produced design identity across entire range of Social Media channels.

Bridger Conway Advertising Agency ASSOCIATE GRAPHIC DESIGNER 2014-2015

Designed, prepared and managed branding and marketing assets and coordinated with printing agencies, mailing services, and media placement agencies to create and deliver sales brochures and branding collateral for clients in the real-estate development industry.

Bertoni Gelato & Café EXECUTIVE CREATIVE DIRECTOR 2011-2014

Created entire Branding Identity and oversaw implementation across over 10 franchise locations.

Oversaw the implementation of advertising campaigns and promotions integrating website and on-location deliverables.

Dolce Vita Gelato EXECUTIVE CREATIVE DIRECTOR 2008-2011

Developed concepts and executed advertising strategies across 11 franchise locations.

Oversaw the implementation of advertising campaigns and promotions integrating website and on-location deliverables.

DIEGO HALAC

CONTINUED



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PROFESSIONAL EXPERIENCE

Young and Rubicam

ART DIRECTION, INTERNSHIP
2013

Developed concepts and conducted research for New York Organ Donors Network.

Created print ads and illustrations for Land Rover.

MRY Digital Ad Agency

ART DIRECTION, INTERNSHIP
2013

Brainstormed and developed campaigns for brands including Powerade, Airborne Health Vitamins, and Nutrogena.

Lapiz, Chicago

ART DIRECTION, INTERNSHIP
2012

Developed and presented digital ad campaigns for clients such as RE/MAX and Samsung.

Digitas

ART DIRECTION, INTERNSHIP
2012

Created content for and maintained social media channels for Miller Light, Miller High Life, and Meiller Genuine Draft beers.

AWARDS AND DISTINCTIONS

D&AD

BEST OF YEAR
DIGITAL CAMPAIGN
2013

Best of Year award for the New Blood category in the prestigious D&AD advertising awards for Digital Advertisign campaign for BBC in 2013.

PUBLICATIONS

PERSONAL DESIGN PROJECT
2014

2014 FIFA World Cup Jersey Design Project featured in world-wide publications such as Huffington Post, Bleacer Report, Goal.com.

SKILLS AND QUALIFICATIONS

Languages

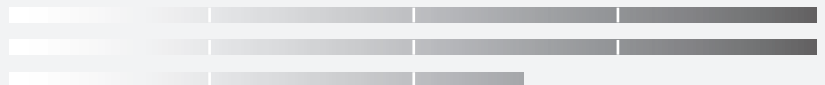
- Spanish
- English
- Hebrew

Beginner

Proficient

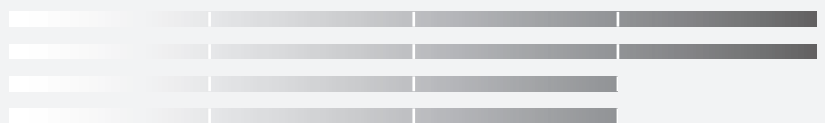
Advanced

Expert



Design Softwares

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign



Management and Accounting

- Microsoft Excel
- Google Analytics
- Facebook Analytics



Web Design

- Wordpress
- Squarespace
- Shopify

