

hello!





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WORK EXPERIENCE

- Senior Art Director (2017 - present)
CHEIL PHILIPPINES
 - concept, art direct and design for ATL&Digital accounts
 - key accounts: Samsung Philippines, Traveloka, St. Peter
- Art Director (2016 - 2017)
DDB RIPPLE8
 - concept, art direct and design for various ATL&PR accounts
 - key accounts: Jollibee, Meralco, LG
- Art Director (2014 - 2015)
DDB Group Philippines
 - concept, art direct and design for various ATL accounts
 - key accounts: Meralco, Clorox(Prestone, Glad), Philam Life, EastWest Bank, Shangri-la
- Senior Creative (2011 - 2014)
MATCHSTICK ADVERTISING, INC.
 - concept, art direct and design for various ATL/BTL/Branding accounts
 - key accounts: UNILAB, Westmont, A.Menarini, Sinochem, BDO, FlyAce Corporation, Bostik Philippines
- Art Director (2008 - 2009)
DENIM BRANDED ENTERTAINMENT INC.
 - concept and design for album packaging & print materials
 - storyboard for music videos and AVPs
 - key accounts: VIVA entertainment, Globe Asiatique



EDUCATION

- BACHELOR OF FINE ARTS MAJOR IN ADVERTISING
University of Santo Tomas (2008)



ACHIEVEMENTS

- 1st YouTube Ads Awards (2018)
3rd Place for Project: Enhance Every Moment | Client: Samsung
- The Philippine Quill Awards (2017)
AWARD OF MERIT for Project: Yumbassadors 2016 | Client: Jollibee
AWARD OF MERIT for Project: K-ligtas Awards | Client: Meralco
- PANATA Awards (2017)
GOLD for Project: Over-the-Top Beefy Sarap | Client: Jollibee
- 52nd Anvil Awards (2017)
GOLD for Project: Yumbassadors 2016 | Client: Jollibee
SILVER for Project: Meralco Advisory | Client: Meralco
- 10th Asia-Pacific Tambuli Awards (2016)
BRONZE for Project: Salba-bote | Client: Meralco
- The Philippine Quill Awards (2015)
AWARD OF MERIT for Project: International Coastal Clean-up 2015
- UST Benavides Outstanding Achievement Award (2007)
- 1st Student Advertising Congress (Team Adversingko)
 - 2-time Over All Grand Champion Trimedia Competition for Globe Telecom and Philippine Daily Inquirer (2006)
 - 2-time Adobo Magazine Special Awardee:
 - Best Creative Team (2006)
 - Leo Burnett Special Awardee (2006)
 - Fuji Xerox Innovator Excellence Award (2006)



SEMINARS

- 2nd Advertising Summit - DELEGATE (2016)
- Graphika Manila - DELEGATE (2016)
- Adobo Master Class:
The Best of Global Digital Marketing - DELEGATE (2015)
- 4AS Aral Program:
Module 2 Finding Creative Inspiration - DELEGATE (2015)
- Adobo Main Course: Secrets of a Visual Engineer
Becoming a Thinking Artist - DELEGATE (2015)
- Adobo Design Series - DELEGATE (2015)
- Adobo Festival of Ideas - DELEGATE (2014)
- 1st Advertising Summit - DELEGATE (2014)
- 22nd Advertising Congress - DELEGATE (2011)
- Graphika Manila - DELEGATE (2009 - 2010)
- GMA Marketing and Production Inc. - INTERN (2007)
- 1st Student Advertising Congress - DELEGATE (2006)



PROFILE

- keen eye for detail
- valuable team player
- dedicated and hardworking
- organized



PROFICIENCIES

- adobe photoshop
- adobe illustrator
- adobe after effects
- adobe premiere pro
- microsoft office



STRENGTHS

- graphic design
- art direction
- brand identity

thank you!

CONTACT ME:

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