



balmes

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Advertising



Creative Strategy



Creative Direction



Art Direction



Graphic Design



Brand Development



Concept Development



Television



Video



Digital



Client relationships



Print



Awards:

- Telly Award Bronze Winner
- Marcom Awards Platinum Winner
- American Graphic Design Winner
- Davey Award Gold Winner
- Stevies Gold Winner

Education:

American Academy of Art
Advertising Design

Creative Director - Freelance

January 2018 - Present

- Creative direction and development for branding, ad campaigns, marketing materials and video content across multiple channels and clients.
- January 2019 - Present: Permalence at Allstate's in-house agency, concepting, designing and development of social campaigns, online videos and blog content.

Clients: Illinois Lottery, Vitalmins and Allstate

Creative Director

Caveo: September 2016 - November 2017

- Developed the creative team and expanded client offerings.
- Defined the workflow process in order to better serve clients.
- Hands on with new business in establishing a tighter, more efficient new business approach.

Clients: Microsoft, Boeing, HCA hospitals and BP

Creative Director

Ellegro: August 2014 - September 2016

- Oversaw and managed the development and creative direction of all client projects.
- Managed the development and mentorship of the creative team.
- Established a new brand, philosophy, process and culture.
- Part of the core leadership team in the day-to-day running of the company.

Clients: Chick-Fil-A, Allstate, Zales and Metro PCS

Freelance Associate Creative Director

OKRP: January 2014 - August 2014

- Oversaw development and concepting of advertising campaigns for a wide variety of clients in multiple channels.

Clients: Turtle Wax and Big Lots

Associate Creative Director

Jacobs Agency: January 2010 - January 2014

- Helped establish the creative voice and tone of the agency.
- Built up the internal digital capabilities and mentored younger talent.
- Created multiple campaigns and promotional programs for a variety of clients across multiple channels.

Clients: Nicor Gas, Comcast, Turano Bread and Amtrak

Senior Art Director

Point B: August 2008 - July 2009

Clients: Sure Financial, Eagle Ridge Resort and Felix Hotel

Art Director

Romani Bros: October 2004 - June 2008

Clients: Shure Microphones, Peoples Energy and Rotary International