

Miguel Angel Manrique

Creative Director/ Branding Strategist / Digital and Analog

9761 W Bay Harbor Dr.
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Profile

I am a self-motivated Digital Creative Director with extensive background in web Design and Development, Visual Communications, and Interface Design, as well as in traditional graphics arts.

Skills

Excellent skills in Photoshop, Illustrator, InDesign, possess a very strong passion for New Technology as well as Web Site Planning Design. Knowledge in Direct Marketing and Database Marketing. Excellent organizational skills and ability to make critical design and technical recommendations to develop thorough, insightful recommendations to improve design, technical, content, optimization essentials. Experienced in branding, advertising and campaign development, layout and publication design.

English and Spanish fluency.

Proficiencies

Marketing Strategy Planning

Product Positioning and Branding

Corporate Communications

Graphic Designer - Web /Print

Project Management

SEM

Achievements

- Designer of the historical book of the Venezuelan artist Eugenio Espinoza, for TEA Tenerife Espacio de las Artes.
- Art Circuits Guide - Increased rate of visits by 30% in the period of one month. Developed the corporate image, website, direct mail and mobile app.
- Durban Segnini Gallery - Achieved over \$ 300,000 in sales and increased visits by 80% in a period of three months. Developed the corporate identity, website, social media, print and digital billboard, trade shows and direct mail.
- Editorial Ganesha America - Consistently increased sales by 35% after implementing a healthy mix of traffic sources online, including pay, organic (SEO / SEM), and Referral Traffic, a leading e-commerce operations profitably. Placed the company in the first place under two search queries.
- Avila Gym - Conceptualized and Developed a web site for a new gym in Doral, from concept through launch.
- Urbana Publicidad -Creative Director of "Banco Bolívar" ad campaign. Oversaw and managed the entire creative process. Placed "Banco Bolivar" as the only bank of advanced technology in the Venezuelan market.
- Hidrocapital - Venezuela -Corporate image and slogan conceptualization. Conceptualized, managed and executed national print and radio campaigns. First time that creative advertising campaigns were used for government agencies in Venezuela.
- Honda Accord – Anda Awards nominee (Venezuela). Package design for direct marketing

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Experience

Genosha Image & Marketing, CEO Executive Creative Director - Miami, FL - 2005 - Present

Responsible for developing and executing creative concepts for leading-edge marketing and web solutions.

Handle client relationships and manage all creative projects from initial proposal to final creative delivery

Conceptualized and developed various marketing schemes and strategies for Art Galleries. Developed tactics which brought creative concepts to life and achieve a program objectives.

Developed the corporate image, website, direct mail and social media for Art Circuits Guide. Increased rate of visits by 30% in the period of one month

Conceptualized and developed a the corporate identity, website, social media, print and digital billboard, trade shows and direct mail for Durban Segnini Gallery. Achieved over \$ 300,000 in sales and increased visits by 80% in a period of three months.

Conceptualized and Developed a web site for a new gym "El Avila Gym", from concept through launch.

I have published art catalogs and developed promotional campaigns in print and outdoor media, as a designer I also had the honor of working with the following clients: artcircuits.com, durbansegnini.com, amarylisferiafinearts.com, artnouveau-gallery.com, josemiguelvelasquez.com, www.internisolutions.com, americascollection.com, enriqueparragallery.com, ninoskahuerta.com, <http://www.williambarbosa.art>, dsporjects.com, among others.

e-Marketing Director/Social Media/Graphic Designer -Web Master, Art Circuits Guide and www.artcircuits.com - 2003 - Present

Manage the social media advertising, web master, web banners, graphic designer, newsletters, magazine designer, logos, business cards, monthly updates and maintenance of the website, manage and implement internet marketing programs, organic optimization, media campaigns for social networks and deliver numerous digital newsletters. Designer of Art Circuits Miami Guide Printed Version, Designer and manager of Art Circuits app for both OS, Android and IOS.

Graphic Designer & Marketing Direct Advisor, Kamarfu Enterprises, Miami FI - 2003-2004

Graphic Designer, Web Master, Monthly Updates and maintenance of the website, Development of marketing strategies. Also wrote creative scripts for WQBA AM Radio

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CEO, Genosha Asesores Caracas, Venezuela 1997 -2004

Oversaw and advised the creative concepts and development of printed advertisements. At times this involved Web Projects, Television Spots, Radio ads and other advertising materials required for clients of the hispanic market.

Direct Marketing Creative Director, Rapp Collins, Caracas Venezuela 2002-2004

Responsible of the development of develop database marketing and creative strategies, striking packages for the direct marketing campaigns for clients such as: Mobil, Mitsubishi Motors, Ford and other big brands.

Education

Instituto Superior Universitario de Mercadotecnia,

Caracas - Venezuela. Técnico Superior en Mercadeo, Mención: Publicidad, 1995-1989

Universidad Metropolitana, Caracas, Venezuela Creatividad por Planificación Estratégica 1990

Advisories, Conferences and Nominations

Conferences:

- Direct Marketing Association (DMA): New Orleans, LA. October/2004
- Direct Marketing Association (DMA): Orlando, FL. October/2003.

- Creative Consultant for the OPEP Summit in Caracas, Venezuela / 2001.
- ANDA- Award Nominee. Best Direct Marketing package. Client: Honda Accord Cars / 1999
- Committee Member Creative Direct Marketing Association in Venezuela from 1994 to 1997
- Host guest of the New York Festivals in Valencia, Venezuela / 1994

Referrals

David Coll, Editorial Ganesha America, LLC. dacollza@gmail.com

Liana Perez, Publisher ART CIRCUITS GUIDE AND MAPS liana@artcircuits.com

Diego Costa Peuser, diegocostapeuser@artealdia.com

Cesar Segnini, Durban Segnini Gallery / gallery@durbansegnini.com

Rina Carvajal, Curator, Executive Directo of the Museum of Art and Design MOAD, Miami / rinarcarvajal28@gmail.com