



# RESUME

**Andres Navarro**  
(open to relocate)

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Creative professional with a multidisciplinary background in sales, advertising and design. Skilled at branding, developing conceptual strategies and original campaigns that connect with diverse audiences.

Proficient in Adobe Creative Suite and creative AI tools, with experience in producing videos and designs that enhance brand experiences and drive business growth.

# WORK

July 2024 - Present

## Founder / Creative Director

*Imaginera Studio / Merida, Mexico*

- Led a multidisciplinary team of creators, implementing strategies for Imaginera and the clients brand.
- Developed a 360 brand strategy integrating identity and brand experiences
- Created engaging content that elevates brands and strengthens their social media.
- Managed pre- and post- production for video from concept to delivery.

April 2023 - June 2024

## Brand and Graphic Design Manager

*FullFrame / Merida, Mexico*

- Created brand identities and design content with Illustrator, Indesign, Premier Pro and Photoshop.
- Designed logos, designed social media posts and built client identities locally.

August 2021 - December 2022

## Retail Sales Associate

*IKEA / Philadelphia, US*

- Sales consultant on IKEA product line.
- Tracked inventory and managed daily operations.

January - July 2021

## Business Development / Marketing Manager

*Navarro & Associates / Miami, US*

- Developed a sales cycle and playbook, while generating presentations and marketing material for industrial AI Platform
- Focused on lead generation & client sales outreach

January 2018 - February 2019

## Retail Sales and Marketing Manager

*Pescanova USA / Miami, US*

- Created a new brand - Seafood Tapas - with new products and graphic line - sold and managed key accounts for newly formed US retail division.
- Deployed a Go-to-Market Strategy for Pescanova division in the US Market.

# PERSONAL

## Sports

Basketball  
Tennis/Padel  
Soccer  
Gym

## Hobbies

Painting  
Photography  
Music & Podcasts  
Architecture

## Travel - where I've studied and worked

United States  
Spain  
Mexico  
Ireland  
Brazil

# SKILLS

## Computer / AI Tools:

Google Labs, Canva, Adobe Firefly, Freepik

## Adobe:

Premier Pro, Illustrator, Indesign, Photoshop, Lightroom

## Design:

Visual Communication  
Idea & Storyboard  
Typography & Color  
Design Principles & Execution

## Branding:

Ideation & Logo Creation  
Strategic Storytelling  
Building Identity  
Brand Experience

## Advertising:

Research  
Conceptualizing  
Promoting  
Art Direction  
Campaign Development

## Video

Pre-production / Planning  
Video Production - Lighting - Equipment  
Post Production - Editing

## Sales

Lead Generation  
Playbook Presentation  
Business Development  
Account Management  
Negotiation

# EDUCATION

2019-2021

## Miami Ad School / Miami, FL

Art Direction - Social Media & Digital

2012-2014

## University of Richmond / Richmond, VA

B.A Politics, Philosophy, Economics and Law

2010-2012

## Drexel University / Philadelphia, PA

Business Co-op Program

## Languages

English - Native  
Spanish - Fluent  
Portuguese - Conversational