



RESUME

Andres Navarro
(open to relocate)

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Portfolio & Website
<https://www.andresnavarro.com>
<https://www.imaginerastudio.com>

Strategic Brand and Content Leader with experience developing brand identities, design content, creative campaigns, and video productions across digital, social and experiential platforms. Founder & Creative Manager with expertise managing and leading cross-functional creative teams, building client relationships, and producing stories that connect consumer audiences with brands. Experienced in managing projects from ideation to delivery while integrating AI-powered creative workflows. Passionate about combining conceptual ideas with a creative process to design brands and bring memorable content to life.

WORK

July 2024 - Present

Founder / Creative Manager

Imaginer Studio / Merida, Mexico

- Founded and led a multidisciplinary team of creators by integrating brand, design, video production, and storytelling for businesses across multiple formats.
- Developed comprehensive brand strategy, visual identities, and video content for social media and brand experiences.
- Worked directly with executives and business owners to define brand positioning, messaging, strengthen engagement while leveraging AI-powered creative workflows.

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.
- Produced strategic concepts to align team objectives.
- Designed client identities and content via digital media.

August 2021 - December 2022

Retail Sales Associate

IKEA / Philadelphia, US

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

January 2018 - February 2019

Retail Sales and Marketing Manager

Pescanova USA / Miami, US

- Supported the development and launch of a new consumer seafood brand - Seafood Tapas - within the U.S. retail market.
- Helped define brand positioning, go-to-market strategy, product marketing and retail activation to support commercial growth.
- Managed relationships with retail team while collaborating with sales, marketing, and branding.

Oct 2015- Nov 2017

Retail Marketing Manager

Santo Grão / Sao Paulo, Brazil

- Developed a business plan to expand Santo Grão's coffee products from its 7 retail stores into the São Paulo supermarket market.
- Conducted research, channel analysis and go-to-market strategies for wholesale coffee business division.

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, Google Flow, Canva, ElevenLabs
Freepik, ChatGPT

Adobe:

Premier Pro, Illustrator, Indesign,
Photoshop, Lightroom, Firefly, Adobe Stock

Design:

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

Branding:

Ideation & Logo Creation
Strategic Storytelling
Brand Positioning
Brand Identity
Brand Experience
Content Strategy
Cross-funcational team leadership

Advertising:

Campaign Strategy / Development
Research
Conceptualization
Analysis
Art Direction & Design
360 Campaign Delivery

Video

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

Sales

Lead Generation
Playbook Presentation
Presentation Pitch
Client Strategy
Account Management
Negotiation

Languages

English - Native
Spanish - Fluent
Portuguese - Conversational

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