



RESUME

Andres Navarro

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andresjnavarro91@gmail.com
(open to relocate)

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

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 team of content creators.
- Managed pre- and post- production for video content, from concept to delivery.
- Designed engaging online material and brand experiences.

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

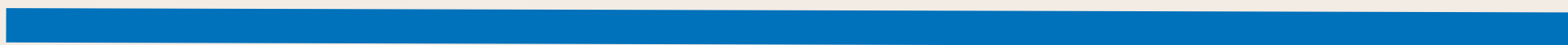
- Developed a sales cycle and playbook, while generating presentations and marketing material for industrial AI Platform
- Focused on lead generation & client sales outreach

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
Soccer
Gym

Hobbies

Painting
Photography
Music & Podcasts

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:

Idea & Visual Communication
Storyboard & Typography
Content Creation
Design Principles & Execution

Branding:

Ideation & Logo Creation
Strategic Storytelling
Building Client Identity

Advertising:

Research
Conceptualizing
Promoting
Art Direction
Campaign Management

Video

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

Sales

Lead Generation
Playbook Presentation
Business Developement
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