

Keith Russell Guevarra

Art Director & Creative Designer | St. Catharines, ON

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Portfolio: thefatkidfromup.com

Summary

I'm an Art Director with over 6 years of experience in the industry. I've crafted multiple campaigns for F&B, pharma, tourism, beauty, technology, apparel, and affiliate marketing industries. Sometimes words are my friends, but I rely most on what I see and what I feel to be more relatable. I am thrilled for every opportunity that allows me to solve problems one brief at a time that would touch hearts and transform lives.

Skills

Hard Skills: Storyboarding, Photo Manipulation, Campaign Ideation, Activation, Experiential Marketing, Public Relations, OOH Production, Graphic Design, Branding, UI Design, Print Design, Cinematography, Production.

Soft Skills: Problem Solving, Solution Oriented, Innovation Driven, Advocacy Driven, Time Management, Communication, Collaborative, Multitasking, Resourcefulness, Goal Setting, Attention to Detail.

Software

Figma, Illustrator, Photoshop, Premiere, After Effects, InDesign, Firefly, Notion, Slack, Keynote, Microsoft Office, Google Suite, Zoho, Drop Box, MidJourney, Shopify.

Experience

Oct 2021 – Aug 2024 **INTERMEDIATE ART DIRECTOR**, Remote, *Freelance*

While studying at Niagara College, I freelanced with iStack Conferences, based in the UK, focusing on clients in sports betting, traffic sourcing, advertising, and affiliate marketing. I led the design and execution of large-scale print, branding, and UI projects for Affiliate World Conferences in Dubai, Thailand, Barcelona, and Budapest. My role included managing all exhibitor-related artwork, from banners to booths, ensuring pixel-perfect quality through close collaboration with production team.

Apr 2019 – Jun 2022 **ART DIRECTOR**, Dentsu Creatives PH, *Full time Permanent & Freelance*

Developed campaigns for top brands like Coca-Cola, Nescafé, Smart, Jollibee, Shell, Uniqlo, and Signal, including the "Light It Up" campaign for Smart x BTS, which sparked massive Twitter conversations, achieved a 98% positive response, and generated \$705,000 in earned media coverage.

Awards: Finalist, Young Spikes Asia; Finalist, New York Advertising Festival

Client Experience: Handled Coca Cola, Nescafe, Smart, Shell, Signal, Jollibee, Uniqlo.

Mar 2021 – Oct 2021 **ART DIRECTOR**, BlackPearl Media Inc., *Full time Permanent*

Created campaigns for brands like Anessa, Senka, OSH, RD Pawnshop, CWC Interiors, Robinsons, Watsons, and Dolly Tuna. Won three major accounts, boosting annual revenue by 50% and expanding the work scope to ATL and 360 campaigns. Developed internal creative processes to streamline concept-to-presentation stages, including workshops on brainstorming, account-creative dynamics, and 1-on-1 sessions.

2017 **JR. ART DIRECTOR INTERN**, Dentsu Creatives PH

Worked with senior leadership to develop campaigns for top-tier brands across digital, social, and out-of-home (OOH)

Clients Experience: Coca Cola, Nescafe, Shell, Uniqlo, Jollibee, Domex

Canadian Experience

Sep 2022 – Present **SALES SUPPORT II**, Coach New York , *Part time Permanent*

- Trained and onboarded 30 new hires and accomplished 100% Coach Journey completion within a week to ensure preparedness of staff that is aligned to the company's standard.
- Consistently ranked in the top-5 sales with the highest yearly UPT of 2.2, and an average of 100/70 UPH for stocks.
- In charge for all social media related materials for Coach NOTL 2023.

Jan 2023 – Apr 2024 **CONTENT CREATOR/SAC**, NCSAC , *Part time Contract*

- Reached the first 10,000 views for the page and had a 30% increase in engagement. This was achieved by focusing on both the domestic and international student's perspective.
- Collaborated with marketing managers, videographers, photographers, and campus influencers to produce campaigns and content that boosted 25% in overall effectiveness and audience engagement.

Education

Sep 2022 – Apr 2024 **BUSINESS: SALES AND MARKETING**, Niagara College

- Pocket Pal, 3rd Place in IMC for the Ontario Marketing Colleges Competition.
- #HeartCore, Best in IMC for Niagara College and Cheekbone Beauty.
- Papel, Best in Business Development Concept.
- Glow, Dragon's Den Champion for Niagara College Sales-Pitch Competition.

Jun 2014 – Mar 2019 **BACHELORS DOUBLE DEGREE: BUSINESS MARKETING & ADVERTISING**,
University of St. La Salle – Bacolod
Equivalent to a 4-Year Canadian Double-Degree

- Best in Thesis, Marketing Management Program.
- 3rd Place, Best in Thesis for the YAL-CBA College.
- 1st Place, ASEAN Case Study Competition – Economic Pillar.
- 3rd Place, Best in Thesis Communication Arts Program.
- Finalist, Corps D'Elite Best in Visual Arts.
- Best Film, Visuals, and Sound Design; Bakunawa Film Festival.

References

Miko Quiogue
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Dentsu Creatives PH
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Kaye Syjueco
Head of Design
iStack Conferences
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