

Fidel Frias

CREATIVE THINKER / DESIGNER / STRATEGIC PROBLEM SOLVER

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QUALIFICATION SUMMARY

An accomplished associate creative director with 11 years of experience in digital marketing concepts, development, and production with proven ability to manage creative projects from conception through implementation. Passionate about working in a collaborative environment and finding solutions to complex problems. In his spare time, he enjoys sports, comedy, podcasts, abstract art, and freelance design projects.

WORK EXPERIENCE

Everyday Health
Associate Creative Director
July 2017 - Present

Digital + Design
Everydayhealth.com

New York, NY

Reporting to the VP of Creative Services, responsibilities include digital design and conceiving while managing a small team of creatives to ensure excellent production. Part of The Well at Everyday Health brand studio and integrated marketing team.

- Expert knowledge in design and strategy
- Supports a variety of marketing and communications projects
- Responsible for the re-creation of various digital and print projects
- Excellent listening, interpersonal, and relationship development skills
- Good judgment and ability to make sound decisions under tight deadlines
- Ability to drive progress, strategically and creatively think in a fast-paced environment
- Excellent listening, interpersonal, and relationship development skills
- Experience in large event production involving our B2B strategy and the umbrella company
- Collaborates in a close team atmosphere, and with senior leadership
- Delivers clear and concise direction and communicates effectively and tactfully with fellow co-workers
- Leads and guides the creative work of junior designers and illustrators on a variety of projects
- Edits promotional content in the range of :15 to :30 promos, to long form
- Oversees various print marketing materials including posters, flyers, direct mail, digital banners, mockups of products, landing pages and PowerPoint presentations

Hearst Magazines
Senior Designer
Aug 2012- Jun 2016

Print + Design + Web
Hearst.com

New York, NY

Reported to the Creative Director, responsibilities include mostly email design, promotional pages and graphic design.

- Fulfilled any day-to-day digital marketing requests
- Collaborated with the creative director on digital requests and development
- Complete recognition of all 21 Hearst Magazine brands and affiliates
- Responsible for the development and design of on-brand web marketing materials such as banners, sweepstakes, online forms, mobile forms and email initiatives
- Prioritized design requests and workload daily for all 21 brands
- Boosted subscription numbers through online emails and digital forms

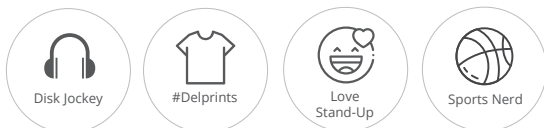
FREELANCE EXPERIENCE

SociedAD
Junior Art Director
Feb 2017 - May 2017

Terra Holdings
Graphic Designer
Feb 2016 - Jan 2017

IO-Media Freelance
Art Director
Jun 2016 - Sep 2016

HOBBIES & INTERESTS



EDUCATION

The City College University of New York
Masters in Branding and Integrated Communications
Aug 2016 - May 2018

School Of Visual Arts
Advertising | Continuing Education
Jan 2015- April 2016 | New York, NY

New York City College of Technology
Bachelor of Technology Communication Design
June 2011 | Brooklyn, NY

Associate in Applied Science
Art and Advertising Design
May 2010 | Brooklyn, NY

SKILLS

Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Dreamweaver
Adobe Acrobat
Adobe After Effects
Adobe Premiere Pro
Adobe Audition
Sketch
Ceros
Google Apps
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Cyberduck
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MAC OS
Windows
Microsoft Office
Slack
HTML/CSS
Windows
Zoom Webinar
Serato DJ

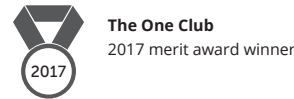
Leadership

Marketing
Brand Strategy
Digital Strategy
Creative Direction
Art Direction
Team Leadership
Mentoring
Client Relations

Industry Expertise

Live and Online Events
UX/UI Design
Concept Iteration
Video Editing
Photography
Prototyping
Printing Processes
Brand Development
Research
Production

RECOGNITIONS



LANGUAGE SKILLS

