



Santi Saucedo

Creative Director/Leader/Person

☎ +1-912-247-7100
✉ santi.saucedo@gmail.com
in santisaucedo
📍 Atlanta GA 30312

ABOUT ME

Experienced Creative Director with 14 years in the marketing and advertising industry. Well-rounded with an art background. Knack for making logos bigger without compromising the concept. Horror movie buff. Ceramic enthusiast. Textbook pantomath.

WORK EXPERIENCE

CREATIVE DIRECTOR

Symphony Talent - Atlanta

Jan 2019 - Present - 3 yrs

At Symphony I've grown the Atlanta office by winning marque clients like WeWork, Pinterest, Facebook, Gilead Pharmaceutical, Edward Jones Investments and more. It has been my mission to elevate the quality of creative work and continue to push for a better and better product. Perhaps my greatest pride though, is leading a team of talented creatives to grow and even thrive during unprecedented years. In a period where surviving is commendable, we've learned not just to work creatively but to create our best work.

ASSOCIATE CREATIVE DIRECTOR

Iris Worldwide - Atlanta & New York City

Feb 2012 - Jan 2019 - 7 yrs

During my tenure at Iris Worldwide, I led creative teams in the concepting and development of international event activations, influencer programs, and digital, traditional and social brand campaigns for a number of key Iris clients, including Automobili Lamborghini, Miller Genuine Draft, Zaxby's, Great Dane, Airwick, Woolite and Yahoo. Internally, I mentored junior creative team members, established proactive initiatives to grow existing business and conducted regular learning sessions for Iris staff and interns to improve creative output.

EDUCATION

BACHELOR OF ARTS

Graphic Design
Magna Cum Laude
Graduated 2007

TECHNICAL EXPERTISE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Animate
- Sketch
- Figma
- Blender
- Google Workspace
- Office

RELEVANT SKILLS

- Art Direction
- Team Management
- Campaign Concepting
- Web Development
- CMS (WordPress/Drupal)
- Event Planning
- Photography
- Illustration
- Video Editing
- UX & UI



**Santi
Saucedo**
Creative Director/Leader/Person

☎ +1-912-247-7100

✉ santi.saucedo@gmail.com

in santisaucedo

📍 Atlanta GA 30312

WORK EXPERIENCE CONT

PROFESSOR OF ADVANCED DIGITAL IMAGING

Miami Ad School - New York City

Jan 2014 - Jan 2015 - 1yr

Based out of Miami Ad School's Brooklyn campus I designed my own curriculum on technical Photoshop and Illustrator mastery with an emphasis on design, typography and appropriate file preparation.

SENIOR DESIGNER

Moxie - Atlanta & New York City

Sept 2007 - Jan 2012 - 4 yrs 5 mos

I began my career at Moxie working for clients like Verizon Wireless, Cartoon Network and Coca Cola. My work focused heavily on digital media including rich display banners, eCRM, microsites outdoor digital signage. I worked with large teams featuring diverse skill-sets and developed the discipline needed to perform in a structured professional environment. In 2010 I was selected to help open the first Moxie office in New York City where we grew our relationship with Maybelline and Garnier Fructis.

REFERENCES*

LISA BRIGHT

Chief Creative Officer at
Ogilvy CA/Global Chief
Creative Officer, PR

ASHLEY GRICE

CEO + Thinker at BrightHouse,
A BCG Company

SEAN REYNOLDS

Co-Founder and
(former) Global
Creative Director at
Iris Worldwide

SIMON CANDY

Executive Creative Director at
Iris Worldwide

* Contact Information Available
Upon Request