



# DIEGO LUCERO

CREATIVE DIRECTOR AT



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With years of experience in the **marketing and advertising** business, I have accomplished several successful projects for a variety of clients by being an active and **essential piece inside every area of advertising production**, from print to television including interactive media and web development, in a few words: **creative, effective, professional and on time.**

## EXPERIENCE .....



### **Creative Director, Carie Health | Brickell, FL – 2017 - Present**

- Creative director of several digital marketing campaigns for telemedicine and healthcare industries.
- Web design creator for sister companies sites.
- Digital Marketing Strategist.
- Art director and producer of several marketing assets for sales teams.
- High knowledge in customer behavior and conceptual design.
- Video producer for company showcase and demo reels.

### **Creative Director and Co-Founder, Achieve Studio | Miami, FL – 2017 - Present**

- Creative director, leading local and overseas creative teams.
- Digital Marketing Strategist.
- Art director and producer of high-volume of work.
- High knowledge in customer behavior and conceptual design.

### **Senior Digital Graphic Designer, Onboard.com | Miami Beach, FL – 2014 - 2017**

- Leading and developing graphic environments for advertising campaigns.
- UX / UI Design for cruise content portal.
- Email marketing development with Mailchimp.
- Interactive html, css and javascript animations.
- Video editing.
- Front end developer.

### **Creative Director, Total World Company | Aventura, FL – 2005 - 2014**

- Creative director, leading and developing graphics for advertising campaigns.
- Work with hispanic market based projects managing branding, marketing an television as print advertising on nationwide media.
- Corporate identity creator.
- Produce high-volume of work for this busy marketing agency.
- Art director for different media advertising.
- High knowledge in customer behavior and conceptual design.

### **Graphic Designer and Creative, AFG / elemento | Bogotá, Colombia – 2004 - 2005**

- Part of the Creative head team.
- Work on branding, tv and print advertising for Gino Passcalli, nationwide clothing stores in Colombia.
- Part of an advertising campaign nominated for a NOVA AWARD in Colombia.
- High knowledge in customer behavior and conceptual design
- Design for nationwide publications in Colombia such as El Tiempo and Semana.

## EDUCATION .....



- **Google AdWords and Analytics Certified**
- **Florida Atlantic University, Boca Raton, Florida**  
*Advanced web design, 2007*
- **University of Bogotá Jorge Tadeo Lozano, Bogotá, Colombia**  
*B.F.A. Graphic Designer. 2005*

## SKILLS .....

