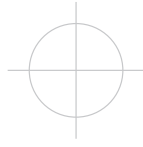


WILLIAM VALENCIA



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SUMMARY

Advertising professional with a diverse background in print, television, web, identity, P.O.P., collateral, and direct mail. A results driven creative with an understanding of branding, marketing and strategic thinking. Experienced in various marketing categories and brands. Dedicated to good creative with a proven ability to lead, take initiative and adapt to changing priorities.

KEY QUALIFICATIONS

- Broad-based knowledge from over 15 years of successful experience as an art director for large national brands.
- Strong conceptual skills; able to translate smart, strategic ideas into effective creative.
- Television and video experience from concept through all phases of production.
- Strong print production skills: turning great ideas into award-winning pieces of communication.
- Complete command of Macintosh software (Quark, CS4 InDesign, Illustrator, Photoshop, and more).
- Knowledge of HTML and CSS, jQuery and current web standards, trends and technology.
- Exceptional interpersonal, client service and liaison skills.
- A team player with the ability to meet deadlines and work well under pressure.
- Bi-lingual (Spanish).

EXPERIENCE

Freelance - Creative Director October 2009 - Current

Working with select clients on web and print advertising, collateral and POP. Bringing to clients my experience and an eye for good marketing ideas. Then finding ways to execute the most effective campaigns within their budgets and timelines.

Aquent - Creative Director November 2006 - November 2009

Managed a team of talented creatives, which provided online marketing materials to DIRECTV dealers nationwide. This team was instrumental in launching a new delivery system of marketing assets to all their dealers. The success of the project not only saved the client money, but it more importantly provided consistent branding throughout their dealer network.

Duncan & Associates Advertising October 2004 - November 2006

Senior Art Director –Duties included the development of concepts and executing advertising for television, print and web. Responsible for delegating work to and overseeing in-house designers. Clients included Albertsons and Sav-on Pharmacy.

Dailey & Associates Advertising June 1995 - July 2004

Art Director – Responsible for concepting and executing advertising for television, print, P.O.P. and collateral materials. Managed the creative executions of brands like American Honda Motorcycles, Conoco Phillips, Safeway Supermarkets, Weyerhaeuser, El Pollo Loco.

EDUCATION

Art Center College of Design, Pasadena, CA
Bachelor of Fine Arts Degree in Advertising Design

AWARDS AND COMMENDATIONS

Los Angeles Belding Award – Television
Los Angeles Addy Awards 2008 & 2009
P.I.A. Benny Award
POPAl "Best of Show"
Board Member – Los Angeles Creative Club

