

ARNOLD GUERRERO

CREATIVE MULTIDISCIPLINARY | CREATIVE LEADERSHIP | INTEGRATED BRAND EXPERIENCE

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PROFILE

I'm a Creative Director and Senior Art Director with more than 20 years of experience building brands, leading creative teams, and bringing ideas to life across advertising, digital, social, video, broadcast, outdoor, web, events, and more. I've worked with brands in automotive, technology, sports, hospitality, entertainment, publishing, and the nonprofit world, and I've always been someone who enjoys both the big idea and actually making the work. I'm hands-on with Adobe Creative Suite, comfortable juggling multiple projects at once, and believe the best creative usually comes from good people working together without a lot of ego.

LEADERSHIP & BRAND CAPABILITIES

Creative Strategy & Direction | Visual Identity & Brand Guidelines | Integrated Creative Studio Leadership | Art Direction & Design Thinking | Team Leadership & Creative Feedback | Cross-Functional Collaboration | Campaign Strategy | Digital & Social | Video / Photo Direction | OOH & Broadcast | Web / UI-UX Principles | Events & Activations | Production & Workflow | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

GOLD KEY COMICS / Creative Director | 2021-Present

- Lead brand creative, visual direction, campaign strategy, web, video, social, publishing launches, and customer-facing communications for an established entertainment brand.
- Direct integrated crowdfunding and product-launch creative, coordinating writers, artists, partners, and production resources from concept through delivery.
- Guide brand consistency across digital experiences, promotional creative, merchandise/apparel applications, and audience touchpoints.

THE IDEALISTIC | PHOENIX ADVERTISING LLC / Creative Director | 2016-2024

- Led creative strategy and execution across technology, hospitality, nonprofit, and consumer accounts, managing simultaneous digital, social, broadcast, radio, video, and OOH initiatives.
- Translated client business objectives into integrated brand concepts; directed video production for Grand Canyon Association and creative strategy for Good Neighbor Support Services.
- Led integrated marketing for a major technology crowdfunding launch and managed external vendors, production partners, and agency/client stakeholders in deadline-driven environments.

R&R PARTNERS / Senior Art Director | 2014-2016

- Partnered with senior copywriters and multidisciplinary teams to develop award-winning integrated campaigns and visual systems across digital, video, environmental, and OOH.
- Directed and edited Avnet's Global Capabilities video; designed a landmark APS quad-board installation at Suns Arena; led photography and presentation design for Arizona Distilling Company.
- Collaborated across creative, strategy, account, and production teams while maintaining brand quality and consistency.

OWENS HARKEY ADVERTISING / Creative Director | 2013-2014

- Led creative, copy, design, and strategy for national Honda and Acura work; Sedona Chamber of Commerce marketing; Native Grill & Wings rebrand; and ASU Athletics' Stay True 2 ASU campaign.
- Directed integrated creative from strategic concept through production across consumer-facing brand, video, advertising,

SELECTED BRAND & INDUSTRY EXPERIENCE

Honda • Acura • Avnet • APS • ASU Athletics • Grand Canyon Association • Sedona Chamber of Commerce • Native Grill & Wings • Gold Key Comics • Good Neighbor Support Services | Additional experience: technology, healthcare, finance, construction, broadcast, professional sports, hospitality, entertainment, and publishing.

TOOLS & EDUCATION

Creative Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Animate, XD | Webflow, WordPress, Shopify | UI/UX principles, copywriting, illustration, motion/video, digital content creation

Education: The Art Institute of Phoenix - Computer Animation (AA) & Multimedia Web Design (AA) - Best Portfolio Award