



CONTACT

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SUMMARY

As an innovative Creative Manager with 15+ years of hands-on experience in graphic design, I've developed creative solutions across various industries, excelling in both traditional and digital media.

An accomplished and motivational leader, I excel in managing cross-functional teams comprising designers, developers, photographers, and marketers. I have successfully instituted processes that enhance operational efficiency and effectiveness. My expertise spans company branding, packaging design, and the transformation of marketing campaigns into compelling visual designs.

Capable of independently managing the entire design process, from initial concept to final presentation, while also excelling in specialized roles within an agency or corporate structure.

EXPERIENCE

Arrow Fastener, Saddlebrook, NJ | Jan. 2018–Present
Creative Manager (Hybrid)

- ▶ Develop and execute creative marketing content and campaigns that support the business objectives of the company.
- ▶ Work with internal and external resources to develop creative solutions that align with the company's branding guidelines and target audience.
- ▶ Manage creative teams (Internal & External) to ensure all projects are produced on time, on budget, and in compliance with brand guidelines.
- ▶ Responsible for the design of all packaging components for a product. This will include developing the concept, digital rendering, physical mock-ups, and preparing the final artwork for production.
- ▶ Create compelling and on-brand content (graphics, videos, social media posts, etc.) that supports the company's overall marketing goals.
- ▶ Create and manage all traditional and online tradeshow initiatives.
- ▶ Develop processes to work more efficiently within the organization and manage outside agencies.

Arrow Fastener, Saddlebrook, NJ | April 15–Jan. 2018
Lead Graphic Designer

- ▶ Directly work with product managers and the marketing team to develop product packaging. Additionally, designed B2B digital and print marketing collateral for the sales team. Other responsibilities include production work and preparing files for print vendors.

RNB Design, Piscataway, NJ, Nov. 10–Nov. 13
Graphic Designer with production skills

- ▶ Collaborate closely with the Creative Director to develop advertisements and marketing collateral for B2B campaigns targeting global brands, including BASF, RathGibson, GE Healthcare, RICOH, and Chemetall. Additional responsibilities encompass designing interactive user interfaces for websites and microsites, finalizing mockups of marketing materials ahead of submission to print vendors, and preparing files for production.

DyVERSE Marketing Group, Orlando, FL, Aug. 07–May 09
Art Director / Co-Founder

Technetium Creative, Maitland, FL, Nov. 06–Aug. 07
Graphic Designer with production skills

Metropolis Advertising, Orlando, FL, July 06–Nov. 06
Art Director with production skills

G&G Advertising, Orlando, FL, May 04–March 06
Sr. Designer with production skills

FREELANCE

Beat Creative, Ocoee, FL, July 14–Nov 15
Graphic Designer (Remote)

Dennis Mosner Photography, Union City, NJ, Sept. 14
Graphic Designer

Trajectory, Morristown, NJ, June 14–July 14
Graphic Designer

Axiom Communications, Secaucus, NJ, June 14
Graphic Designer

SKILLS

Proficient on both Macintosh and Windows platforms

Adobe Photoshop	★★★★★
Adobe Illustrator	★★★★★
Adobe Indesign.....	★★★★★
Adobe Acrobat.....	★★★★★
Adobe Dreamweaver	★★★☆☆
Adobe Premiere	★★★☆☆
Adobe After Effects	★★★☆☆
Wordpress	★★★☆☆
HTML.....	★★★☆☆
CSS	★★★☆☆
Microsoft Office 365.....	★★★★★
JIRA (Atlassian)	★★★★★

EDUCATION

- ▶ AAS, Commercial Art, **Florida Metropolitan University**
- ▶ XHTML & CSS, Continuing Education, **Valencia Enterprises**

RECOGNITION

- ▶ Create Magazine National Designer Spotlight, July 07
- ▶ Create Magazine Regional Designer Spotlight, Sept. 07