



CONTACT

☎ 407.739.3782

✉ me@carlosAmarin.com

📍 Lyndhurst, NJ

🌐 www.carlosAmarin.com

🌐 www.linkedin.com/in/carlosAmarin

PROFESSIONAL SUMMARY

Creative Manager and Art Director with 20+ years of experience leading creative direction, brand strategy, integrated marketing, CPG packaging, retail, digital, e-commerce creative, and campaign development. Combines hands-on creative expertise with cross-functional leadership to turn business objectives into cohesive brand experiences and scalable creative systems. Advocate for AI-assisted workflows and generative AI to accelerate strategy, concept development, visualization, and execution while keeping human judgment at the center of the creative process.

CORE EXPERTISE

- ▶ Creative Direction & Art Direction
- ▶ Brand Strategy & Storytelling
- ▶ Creative Leadership & Mentorship
- ▶ Creative Systems & Operations
- ▶ CPG Packaging & Retail
- ▶ Integrated Marketing Campaigns
- ▶ Brand Identity & Visual Systems
- ▶ Digital & E-commerce Creative
- ▶ Photography & Video Direction
- ▶ Cross-Functional Collaboration
- ▶ Vendor & Agency Management
- ▶ AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

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

Lead creative direction and brand execution across packaging, retail, digital, e-commerce, content, product launches, and integrated marketing, partnering cross-functionally with Marketing, Product, Sales, E-commerce, Quality Control, Operations, agencies, vendors, and production partners.

- ▶ Led creative and structural development of a scalable packaging system supporting a Product-led portfolio consolidation from 242 to 49 SKUs, strengthening brand consistency, messaging hierarchy, consumer storytelling, and retail presentation across domestic and international markets.
- ▶ Supported structural design, creative execution, and production management for a 2025 Home Depot quarter-pallet promotion featuring Arrow's flagship T50 staple gun, with a value-added free staple offer that generated \$1.8M in top-line sales.
- ▶ Helped transition plastic-heavy packaging to corrugated and cardstock-based solutions, reducing packaging footprint and contributing to a broader initiative projected by Product and Operations to generate approximately \$500K in annual savings.

- ▶ Expanded a B2B publication initiative into a multi-channel acquisition campaign, developing creative strategy and art direction across print, digital advertising, landing pages, website content, and trade show experiences to drive traffic and dealer portal registrations.
- ▶ Built creative operations and workflow systems for project intake, creative briefs, prioritization, cross-functional packaging approvals, asset management, brand guidelines, master templates, photography standards, and production workflows.

Arrow Fastener, Saddlebrook, NJ

Lead Graphic Designer (Contract) | April 2015–Jan. 2018

Developed packaging, retail, print, and digital creative supporting B2B and consumer marketing initiatives while partnering with Product, Sales, and Marketing from concept through production.

EARLIER CREATIVE & AGENCY EXPERIENCE

RNB Design, Piscataway, NJ

Graphic Designer | Nov 2010–Nov 2013

DyVERSE Marketing Group, Orlando, FL

Art Director / Co-Founder | Aug 2007–May 2009

Technetium Creative, Maitland, FL

Graphic Designer | Nov. 06–Aug. 07

Metropolis Advertising, Orlando, FL

Art Director | Jul 2006–Nov 2006

G&G Advertising, Orlando, FL

Sr. Designer | May 04–March 06

Progressive agency experience spanning senior design, art direction, creative leadership, and entrepreneurship, developing integrated brand experiences across advertising, identity, print, digital, web, and marketing campaigns.

CREATIVE & TECHNOLOGY

- ▶ **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- ▶ **Web:** WordPress, HTML/CSS
- ▶ **Project & Workflow:** Smartsheet, JIRA, Microsoft 365
- ▶ **Generative AI:** ChatGPT, Recraft, Kling AI

EDUCATION

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

RECOGNITION

- ▶ Create Magazine, National Designer Spotlight & Regional Designer Spotlight