



RAZCHEL CONCEPCION | SENIOR CREATIVE DESIGNER

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razconcepcion

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“ Managing artistic directions and productions. Motivating and inspiring team members to achieve the objectives, requirements and conceptual vision. ”

EDUCATION

Tertiary (SY: 2006 - 2011) Technological University of the Philippines
BACHELOR OF FINE ARTS MAJOR IN ADVERTISING

SKILLS

Creative Direction, Video Editing and Motion Graphics
Supervisory / Management skills / Project Management
Knowledgeable in DIY Photography and Video Shoots



WORK EXPERIENCE

2010 - DRAFT FCB: INTERN (MARCH TO MAY)

2011 - SIDETRIP MAGAZINE: FREELANCE

2011 TO 2015 - TECHNOLUX: CREATIVE ASSISTANT

- Handling & supervising all creative materials for Mall of Kitchens / CBSI / Karada
- Conceptualize & designs all marketing collateral such as vehicle wrap, flyers, corporate profile, website design, billboards, booth, pops etc.

2015 - POST ADVENTURES: GRAPHIC DESIGNER

- Gathering all information needed during creative brief
- Plans concept by studying all given info and materials before execution
- Completes project by coordinating with all with from fabrication to executions

2015 TO 2021 - VIBELLE DISTRIBUTION INC.: SENIOR CREATIVE SPECIALIST

Handling all creative materials for multiple FMCG brands and corporate account

• **Visual Brand Communications**

- Coordinates with Brand teams to ensure Brands are well represented
- Aligning designs with the brand guidelines
- Monitors competitors' materials for comparison

• **Supervisory Skills**

- Manage workloads and task of the team
- Career planning for self and subordinate
- Handle difficult situations and discussions, manage issues with the brand team

• **Content planning:**

Team ups with the brand in creating catchy/ persuasive phrases that sells

2021 TO PRESENT - DOCTOR ANYWHERE:

GRAPHIC DESIGNER - SENIOR EXECUTIVE LEVEL

- Gathering all information needed during creative brief
- Plans concept by studying all given info and materials before execution
- Preparing all marketing collaterals needed by the Business Team