

# RAZCHEL CONCEPCION

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## I. OBJECTIVES

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

## II. EDUCATION

Technological University of the Philippines	Bachelor of Fine Arts Major in Advertising	2006 - 2011
Paco Catholic School	Secondary	2002 - 2006
St. Joseph's School	Primary	1996 - 2002

## III. SKILLS AND ABILITIES

### Creative / Art Direction | Branding

- Graphic Design | Video Editing | Motion Graphics | Photography
- Creates, plans and delivers a strategic design vision for clients.

### Project Management | Supervisory / Management skills

- Managing the entire creative process and guiding the team

**Software:**

Office Applications | Adobe Photoshop | Adobe Illustrator | Adobe Premier Pro  
Adobe After Effects | SketchUp | Wix

**IV. WORK EXPERIENCE**

**Draft FCB | 2010: Intern**

**Sidetrip magazine | 2010: Freelance Artist**

**TECHNOLUX | 2011 - 2015: Creative assistant**

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

**2015 - POST ADVENTURES: GRAPHIC DESIGNER**

- Gathering all information Needed during the creative brief
- Plans concept by studying all the given information and materials before execution
- Obtains approval of concepts by submitting a layout for approval
- Prepares final artwork ready for printing with instructions or fabrication guidelines
- Completes project by coordinating with all department from fabrication to execution

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

- Handling/ supervising all creative materials for Jergens, Caronia, Biore, Liese, Merries, Megrhythm, BRTC, VDI & VMC

**BASIC FUNCTION OF THE POSITION:** Sr. Creatives Specialist is in charge of all creative output for brands handled by the company.

**MAJOR RESPONSIBILITIES:** To work with the marketing and individual brand teams in planning, execution and monitoring of the following:

### **VISUAL BRAND COMMUNICATIONS**

All Brands (Caronia, Jergens, Niore, Liese, Merries and Meg Rhythm

#### **Brand Creatives**

- Coordinates with Brand teams to ensure Brands are well represented and Brand identity is intact in all graphics and creative materials by :
- Aligning designs with the brand guidelines
- Using correct logos, font, colors, and other visual elements of the brand
- Creating modern and attractive visual materials
- Monitors competitors' materials for comparison

**Brand deliverable:** Works with the Brand Teams in planning, implementing and monitoring annual schedule of activities to ensure timely delivery of creative requirements

### **QUALITY CONTROL:**

#### **Production**

- Sourcing and selecting creative suppliers and negotiating contracts
- Briefing suppliers on creative outputs required and delivery schedules
- Ensuring that materials produced meet the brand's quality standards
- Monitoring of suppliers' production timelines to make sure outputs are delivered as schedule

#### **Monitoring:**

- Initiates and monitors project completion with the brand teams – from design to delivery and display of produced materials
- Coordinates with the Trade Marketing regarding proper display and maintenance of creative materials in trade
- Ensures all materials on public display are updated (correct logo, current model, etc)

### **Assessment and Maintenance of Existing Materials:**

- Periodically inspects produced materials to make sure everything is in good condition before use
- Does not allow the brand teams to use damaged materials
- Requests for refurbishing or replacement of damaged materials
- Prepares for disposal all expired and/or unusable materials

**Creative Research:** Set research objectives, innovations on the latest graphic trends/ market

**Creative Direction:** Initiate plans and drives creative solutions to the problems of the brand in terms of visual presentation and placement on the market

**Supervisory Skills:** Manage workloads (Job Order Traffic) 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. Contributes ideas and direction for the brand's new campaign theme

### **2021 TO PRESENT - DOCTOR ANYWHERE: GRAPHIC DESIGNER - Senior Executive Level**

- Working closely with the Marketing and broader teams to transform concepts into visual communications
- Managing creative projects from initiation through completion
- Designing and creating material for new business pitches and thought leadership projects (e.g. surveys and reports)
- Recommending and brainstorming creative solutions
- Designing and creating internal and external presentations in MS Powerpoint
- Designing graphics for social media platforms, email templates, event invitations, signages and web content
- Conceptualizing and developing forward-thinking and creative marketing products

\*\*References available upon request