



PAUL ANTHONY D'AGUILAR

Art Director | Digital Content Creator

PROFILE

Dedicated and result driven Art Director/ Digital Content Creator, with intuitive marketing skills and proven track record. Effective team leader with more than 15 years of experience. Detail oriented, conceptualises and develops digital and print campaigns that win contracts and improve profit margins.

Enjoys working with companies to build and leverage their brand in the local and international marketplace.

CONTACT



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Canada



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Website

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SKILLS

Team Player	<div></div>
Adobe CS Suite	<div></div>
Digital Printing	<div></div>
Motion Graphics	<div></div>
Multi-Tasking	<div></div>
Problem Solving	<div></div>
Communication	<div></div>
Critical Thinking	<div></div>
Creativity	<div></div>

01/2018 - present

Freelance

Art Director/Digital Content Creator

- Content Creation: Developed high quality and innovative digital content including but not limited to video, graphics, animation and social media post
- Content Strategy: Collaborating with marketing and social media teams to develop content strategies aligned with organizational goals which produced a 25% push in market uptake
- Collaboration: Working closely with internal stakeholders including marketing, sales and product teams to ensure content alignment with brand messaging and promotional campaigns
- Manage the development & conceptualisation of designs.
- Handle designing for Digital, outdoor, POP/POS, social media and web.
- Develop & execute Social Media management projects.
- Implemented processes and procedures to enhance workflow strategies.
- Content creation and management.

07/2006 - 12/2017

Snr. Graphic Designer

The Creative Unit - JNBS

- Designed and completed branding projects.
- Made significant market penetration with targeted design projects.
- Worked closely with marketing department in increasing brand awareness.

10/2005 - 06/2006

Freelance Art Director

CGR/Design Prodigy

- Lead on rebranding initiative
- Designing for corporate brands
- Development & execution of branding projects.
- Development of designs from pre-production to completion

09/2003 - 09/2005

Graphic Designer

Advertising & Marketing Ja. Ltd.

- Designed packaging for local and overseas markets.
- Designing of collateral material and corporate identity materials.

EDUCATION & PROFESSIONAL DEVELOPMENT

Georgian College - 2023-2024

Digital Content & Creation Strategies

University of the West Indies - 2006

Carimac

Edna Manley College for the - 1991 - 1994

Visual & Performing Arts

HOBBIES

