



Eduardo Holguín M.

ART DIRECTOR

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¡Hola! Hello! Bonjour!

Education

Parsons School of Design: The New School

New York, New York
(October 2021 - April 2022)

Fashion Industry Essentials
Certification (with Teen Vogue)

Savannah College of Art and Design (SCAD)

Savannah, Georgia
(2017 - 2021)

Major in Advertising and Branding
Concentration in Art Direction
Minor in Graphic Design
Study Abroad Program: Hong Kong

Chavón: La Escuela de Diseño

Santo Domingo, Dominican Republic
(June 2016 - August 2016)

Art Direction Certification
Graphic Design Certification

Experience

Art Director *New York Metropolitan Area.*

McCann New York (Full Time)

Worked with Johnson & Johnson, Janssen, Tremfya, Stelara and Pfizer in OOH, Activation, Print, Web and TV campaigns.

September - Present
2021

Art Director *Chicago, Illinois.*

Ogilvy & Mather (Internship)

Worked with CDW, City of Chicago, Jimmy Dean, Enterprise Holdings, Fruit of the Loom and Tyson in Social, TV, OOH and Radio campaigns.

June-August
2021

Art Director *Santo Domingo, Dom. Rep.*

Ogilvy & Mather (Internship)

Worked with CCN and Jumbo Dominicana in Digital Integration, Activation, Print, TV and Social campaigns.

September
2020-Present

Photo Art Director & Collaborator *Santo Domingo, Dom. Rep.*

NMand Fashion Marketing Agency (Full Time)

Worked with the Dominican Republic Presidential Group, Mizani and L'Occitane in OOH, Social and Activation for #SupportLocal campaigns.

May-August
2020

Art Director & Graphic Designer *Santo Domingo, Dom. Rep.*

Inventun Comunicacion Integral (Full Time)

Worked with the Dominican Government creating the first National Blood Donation Center of the Dominican Republic, "Hemocentro Nacional".

June
2019-2020

CEO / Founder *Worldwide*

By Holguin (Self-Employed)

Boutique Agency. Multi-purpose platform that offers art direction, design, photo and social strategy solutions to help brands speak for themselves.

August - Present
2017

Art Director & Social Strategist *Santo Domingo, Dom. Rep.*

Pandora Jewelry (Freelance)

Concepted and executed Influencer campaign for #PandoraChristmas charms and ornaments with influencers Helen Blandino and Deborah Karter.

December
2019

Art Director & Designer *Santo Domingo, Dom. Rep.*

BBDO Worldwide (Internship)

Worked with Ron Brugal Liqueur, Claro Carrier and Nescafe Coffee in Social, TV, Web and Print campaigns.

June-August
2019

Social Strategist & Photographer *Santo Domingo, Dom. Rep.*

Salvatore Ferragamo (Freelance)

Worked with company to curate and execute PR event and influencer content creation for the Flower Heel collection.

December
2017

Art Director & Strategist *Santo Domingo, Dom. Rep.*

Mercedes Benz (Freelance)

Worked with company in Social (influencer marketing driven) campaign for #Autozama, distributor of Mercedes Benz with influencer Danielle Barkhausen

December
2017

Skills

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Indesign

Adobe Lightroom

Adobe XD

Final Cut Pro

HTML

C/C++

Java Script

Digital Photography

Analog Photography

Figma

Spark AR

Graphic Design

Package Design

User Interface Design

Environmental Design

Illustration Design

Publication Design

Web Design

Social Media Strategy/Marketing

Influencer Strategy/Marketing

Branding & Identity

Brand Management

Content Creation

Content Curation

Partnership Development