

FRANCISCO CABANA

MULTI-DISCIPLINARY CONCEPTUAL CREATIVE DIRECTOR
MARKETING, GRAPHIC & WEB DESIGNER

ABOUT ME

I am a multi-disciplinary conceptual art director with over 20 years of experience. A self-motivated creative with a strong background in both print and digital landscapes. I've worked extensively in the art, tech, financial, and entertainment industries. Whether I'm working on high end business to business or consumer facing designs, I have a natural eye for out of the box concepts and ideas. Over the span of my career, I have developed a comprehensive understanding of Photoshop, InDesign, Illustrator, CMS, and the latest softwares used for web development.

By possessing a 'get it done' attitude while not compromising on quality, I always maximize the impact of any marketing tool to produce results driven collateral. As a hard working and ambitious individual, I thrive when working in collaborative teams with senior designers and management. At this point in my journey, I'm looking for an opportunity that will inspire my best work and push my creative vision.

EXPERIENCE

WYNSHOP, MIAMI

2021 - PRESENT

CREATIVE DIRECTOR / DIGITAL MARKETING

I have developed creative initiatives that significantly amplified brand visibility and nurtured lead generation. My stewardship involved orchestrating high-profile industry events, empowering our team to deliver compelling marketing collateral, and executing campaigns that align with Wynshop's strategic vision.

Providing creative direction and guidance to the marketing department which includes all B2B front-end development and campaign marketing of **Mi9 Retail**, **Halla** and **Wynshop**. Oversee the branding and development of **Wynshop.com** and **Halla.io**. Develop our short and long term B2B marketing strategies with a heavy emphasis on digital demand and lead generation.

Marketing overview:

- Spearhead inbound and outbound demand generation activities, resulting in a consistently full and healthy pipeline that supports short and long-term business objectives.
- Direct all aspects of marketing, including search engine marketing (organic and PPC), social media campaigns across multiple platforms, and strategic industry tradeshow participation.
- Manage collaboration with PR firms to enhance brand awareness through thought leadership, media engagement, and customer stories.
- Lead the Business Development team in qualifying inbound leads and converting marketing efforts into sales-qualified opportunities, optimizing resource allocation and budget deployment.
- Organize and manage all aspects of company participation in industry tradeshows and customer events, enhancing brand visibility and fostering client relationships.

Creative / Marketing responsibilities include:

- Site development & content creation
- Analyze market research data for lead generation
- Develop customer journey framework
- Strategize with leadership on marketing needs
- Cultivate brand identity and build awareness
- Create and develop concepts for B2B events
- Conceptualize & execute marketing campaigns
- Oversee brand cohesion & digital experiences

KEY SKILLS

Adobe Creative Cloud (Animate, Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, XD), Sketch, HTML, XHTML, CSS, Flash (basic), JavaScript (basic), PHP, WordPress, CMS, Social Media Development, Hubspot, Salesforce, SEO/SEM strategies, Web Designer/Developer & UI/UX design. Video editing. **Paid Media:** TV, OOH, Social Media, YouTube and Display Ads. **Content Marketing:** Organic Social Media, Newsletters, Blogs, SEO pages and Influencers.

Languages: Fluent in English and Spanish

EDUCATION

GRAPHIC DESIGN / MULTIMEDIA, BFA
University of Miami
2009-2010

PHOTOGRAPHY & DIGITAL
IMAGING, BFA
Ringling College of Art & Design
Minor: Digital Film
2006-2009

CONTACT

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CREATIVE ON DEMAND, MIAMI

2019 - 2021

ART DIRECTOR / GRAPHIC DESIGNER

Responsible for integrating design with strategy. Managed accounts and projects, presented layouts to clients, developed design solutions, and supervised photo shoots. Developed, rendered, and expanded art concepts throughout production of advertising campaigns while creating a cohesive, recognizable brand statement. CreativeOndemanD.com clients included **Volkswagen, Sony, and Bud Light.**

Creative overview:

- Created, planned, and executed marketing campaigns to promote our client's products or services.
- Developed creative concepts and messaging for ads. This included designing logos, writing copy for ads, creating digital content.
- Managed and provided direction for all internal and consumer facing advertising and marketing materials.
- Create Visuals, Motion and Copy Assets
- Guarded LATAM's brand messaging and localized imagery according to brand guidelines

Achievement:

Wrote, developed and produced Volkswagen's **"A New Day"** commercial during the Covid pandemic. Pioneered new ways to produce content during the lock down, first to shoot a spot at this time.

Art Director responsibilities included:

- Development of creative briefs /decks
- Created advertising content for digital/social campaigns as well as traditional broadcast (TV and video) and print
- Re-imagining campaigns according to feedback
- Copy writing content for web and television
- Researching clients, competitors, and target audiences
- Producing original mood and story boards to present them to clients and colleagues
- Managing multiple projects and delivering on time, and on budget

PAYERFUSION, MIAMI

2017 - 2019

MARKETING DIRECTOR / SENIOR GRAPHIC DESIGNER

Responsible for providing creative direction, guidance, and leadership to the marketing department including all front-end development of **PayerFusion** and **WellAway Limited**. Oversaw the strategic branding and identity of **WellAway.com**.

Visual Designer responsibilities included:

- Constructed & oversaw all marketing materials
- Collected and analyzed market research data
- Designed desirable user interfaces, apps & all UI/UX architecture
- Built and increased brand awareness
- Created wireframes, mockups, and prototypes
- Developed strategic marketing campaigns
- Copywrote all verbiage for online and print needs

ESTEFAN ENTERPRISES INC., MIAMI BEACH

2014 - 2017

WEB & GRAPHIC DESIGNER

Worked with creative directors to research & develop innovative ideas and illustrate aesthetic concepts. Used graphic design & typography to exemplify the brand identity. Designed & developed a variety of projects such as websites, album covers, album & product packaging, advertisements, publications, promotional materials, restaurant menus, company logos, wine labels, photography, and social media.

Web & Social Media Responsibilities – for all accounts

Estefan Enterprises Inc, Gloria Estefan, Emilio Estefan, Emily Estefan, Estefan Kitchen & Bongos Cuban Cafe, Shop Estefan Kitchen, Gloria Estefan Foundation and Cardozo Hotel in Miami Beach. Responsible for creating and updating all websites. Designed all content for newsletters.

SKILLS

Ability to produce innovative and original ideas on demand. Analytical & creative, with an eye for detail. Excellent typography skills & logo designs. Commercial awareness and business acumen.

Design

- First class visual communications skills
- Print and web design experience
- Ability to tailor designs to needs of the client
- Exceptional understanding of colors, style of type, illustrations, photography, and animation
- High proficiency with WordPress and WooCommerce
- Proficient knowledge of web, social media and video applications, including editing
- Exceptional conceptual, graphic design, and layout skills
- Expert in digital marketing trends
- Brand Content and Communication
- Develop Mood and Story Boards
- Creative Strategy and Direction
- Digital Design including OOH and Social Media
- Idea Generation and Conceptualization

Personal

- Team player and believer in inclusion
- Affinity for good design and typography
- A great communicator, project manager, planner, and team leader
- Excellent presentation, listening, and communication skills
- Able to quickly learn new skills, technologies, mobile & web applications
- Eye for design and creative details
- Ability to work well under pressure and tight deadlines
- Administrative and organizational skills
- Full command of latest design softwares

AWARDS

2010 Annual Juried Exhibition at the Lowe Art Museum

- Best in Show Award
- Michele Edelson Photography Award