

FRANCISCO CABANA

Creative Director - Brand & Marketing Strategist

franciscocabana.com

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786.422.2142

PROFESSIONAL SUMMARY

Visionary Creative Director and Digital Marketer with over 20 years of experience building and scaling brand identities, marketing ecosystems, and integrated campaigns across entertainment, SaaS, retail, and tech. From launching campaigns for Volkswagen during a global lockdown to leading Wynshop's creative and marketing efforts through to its acquisition by Instacart, I blend art and analytics to drive business growth. A true creative generalist with a marketer's mindset and a passion for innovation.

CORE SKILLS

Creative & Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, XD, Animate), Sketch, Figma, Canva, Final Cut Pro

Marketing Platforms: HubSpot, Salesforce, Mailchimp, Google Analytics, GA4, Meta Business Suite, LinkedIn Ads, YouTube Studio

Web & Development: WordPress, HTML/CSS, JavaScript (basic), PHP (basic), CMS, UI/UX Design

Campaign Execution: B2B/B2C Strategy, Brand Positioning, Paid Media, Content Marketing, SEO/SEM, Email Marketing

Leadership & Collaboration: Team Management, Cross-functional Leadership, Vendor Oversight, Creative Direction, Client Relations

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR / DIGITAL MARKETER

Wynshop | 2021 - Present

- Built the Wynshop brand from the ground up, leading development of its visual identity, website, front-end UI, and demand generation programs.
- Directed cross-functional marketing campaigns that fueled sales growth and pipeline health, contributing to the company's acquisition by Instacart.
- Managed website content, SEO, and conversion optimization strategies to improve lead flow and brand perception.
- Created high-impact content for digital channels, tradeshow, social media, email, and PR campaigns.
- Spearheaded collaboration between marketing and business development teams to drive marketing-qualified leads (MQLs).

ART DIRECTOR / COPYWRITER / DESIGNER

Creative on Demand | 2019 - 2021

- Developed multi-platform campaigns for major clients including Volkswagen, Sony, and Bud Light.
- Wrote and produced Volkswagen's "A New Day" TV commercial – one of the first national campaigns filmed during the COVID-19 lockdown.
- Led creative conceiving, pitch decks, production planning, and post-editing for broadcast and digital content.
- Collaborated with LATAM region to localize content, adapt brand messaging, and maintain visual consistency.

MARKETING DIRECTOR / SENIOR DESIGNER

PayerFusion / WellAway Limited | 2017 - 2019

- Oversaw all creative strategy and execution for PayerFusion and WellAway Limited across print, digital, social and web.
- Directed the brand identity overhaul and complete redesign of WellAway.com, increasing engagement and credibility.
- Designed user interfaces, landing pages, apps, and UX wireframes to support sales and marketing goals.

GRAPHIC & WEB DESIGNER

Estefan Enterprises Inc. | 2014 - 2017

- Created brand and marketing assets for Gloria Estefan, Emilio Estefan, Emily Estefan and associated ventures including restaurants, hotels, album releases and e-commerce properties.
- Designed websites, album artwork, product packaging, menus, newsletters, social content, and promotional materials.
- Managed creative needs for multiple Estefan brands simultaneously, maintaining a consistent voice and visual brand identity.

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EDUCATION

University of Miami

BFA in Graphic Design & Multimedia

2009 - 2010

Ringling College of Art & Design

BFA in Photography & Digital Imaging (Minor in Digital Film)

2006 - 2009

CREATIVE & PROFESSIONAL SKILLS SUMMARY

A versatile and concept-driven designer with a strong balance of analytical thinking and artistic intuition. Adept at generating original ideas on demand and translating them into high-impact visual solutions across print, web, and digital platforms. Known for exceptional typography, logo design, photography, film documentaries and brand storytelling.

Design & Technical Expertise

- Strong visual communication skills across branding, print, web, and motion graphics
- Deep understanding of color theory, composition, illustration, and photography
- Advanced proficiency in WordPress, WooCommerce, and CMS platforms
- Skilled in social media, video editing, and content creation tools
- Expert in conceptual design, layout, and creative direction
- Up-to-date with digital marketing trends and tools (SEO, SEM, social ads)
- Capable of developing moodboards, storyboards, and strategic brand messaging
- Experience designing for a wide range of media: digital, OOH, social, and experiential

Leadership & Collaboration

- Collaborative team player with strong leadership and mentoring capabilities
- Excellent project management, communication, and presentation skills
- Committed to inclusive design and audience-first thinking
- Calm under pressure—able to manage tight deadlines and multiple priorities
- Quick to adopt new tools, trends, and technologies

AWARDS

- Best in Show, Lowe Art Museum Annual Juried Exhibition
- Michele Edelson Photography Award

PORTFOLIO & REFERENCES

Available upon request or by visiting franciscocabana.com

Note: Full contact information, portfolio links, and formatting for a final resume PDF can be provided upon request.