

HAMILTON D. TAMAYO

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Portfolio: <http://www.hamiltontamayo.com>

Passionate creative director with 12+ years of experience creating social, digital and broadcast campaigns. In my last role, **drove a 22% increase in sales year-over-year for Excedrin** and won multiple advertising awards. While at Digitas, **lead UX and UI development of American Express mobile apps**. Experienced in ideation, video production, photography, emerging technologies (virtual reality / augmented reality) and agile software development.

EXPERIENCE

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| Weber Shandwick – New York, NY
<i>VP, Creative Director</i> | 2013 – 2018 |
| <ul style="list-style-type: none">Developed award-winning multi-channel brand experiences for various clients: Amazon, IBM, Excedrin, Theraflu, Unilever, Simple Skincare, Ponds and Budweiser.Managed teams of art directors, interaction designers, developers, copywriters, and editors. | |
| Digitas – New York, NY
<i>Lead Creative</i> | 2006 – 2013 |
| <ul style="list-style-type: none">Designed & developed mobile apps, social, digital & marketing campaigns for various clients: American Express, Enfamil, Comcast, Samsung and IBM.Managed a team of interaction designers, art directors and developers.Extensive experience with Agile Software Development. | |
| Zagat Survey – New York, NY
<i>Senior Graphic Designer</i> | 2004 – 2006 |
| <ul style="list-style-type: none">Designed the Zagat Survey website and first mobile offering.Designed & produced successful e-mail marketing campaigns. | |
| The Princeton Review – New York, NY
<i>Graphic Designer</i> | 2000 – 2003 |
| <ul style="list-style-type: none">Designed & produced print marketing materials (e.g. brochures, direct mail pieces, etc.).Redesigned the Princeton Review website. | |
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EDUCATION

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| New York University
<ul style="list-style-type: none">B.A., Graphic Communications & Management | 1996 – 2000 |
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SKILLS

- Expert at Photoshop, Illustrator, InDesign, Lightroom and Final Cut Pro X
 - Code HTML and CSS
 - Photography & Video Production
 - Fluent in Spanish
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AWARDS

- Cannes Silver Lion: Excedrin "The Migraine Experience" - Health & Wellness Education
 - Cannes Bronze Lion: Excedrin "#Debate Headache" - PR Health & Wellness, OTC
 - Silver Clio: Excedrin "The Migraine Experience" - Health Medium Innovation
 - Silver Clio: Excedrin "The Debate Headache" - PR Health & Wellness
 - Gold Effie: Excedrin "The Migraine Experience" - Healthcare OTC
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REFERENCES

Available upon request.