

# CARLOS UBIÑAS

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## OBJECTIVE:

Creative Director with 7+ years of experience in creative production and direction of innovative design teams, driving brand development, and delivering exceptional creative solutions. Track record of developing and executing creative strategies that elevate brand identities, captivate audiences, and achieving business objectives. Seeking an opportunity to apply my creative vision, strategic thinking, and leadership skills to inspire and lead a dynamic team while contributing to the growth and success of a forward-thinking organization.

## PROFESSIONAL EXPERIENCE

### Global Impact Ministries / DBA: Love Life

**Creative Director** [Jan'20- Aug'23] | **Creative Manager** [Feb'19- Dec'20] | **Media Producer** [Jan'18- Jan'19]

- Led multidisciplinary team of creatives, fostering a collaborative/high-performance work culture
- Orchestrated ideation, planning, & execution of multimedia marketing campaigns resulting in growth
- Developed and implemented creative strategies that consistently elevated brand identity
- Collaborated with cross-functional teams ensuring consistent messaging across all visual elements
- Allocated resources, managed budgets, & optimized workflows to deliver projects on time/budget
- Primary creative point of contact for key partners, nurturing long-term relationships
- Provided constructive feedback and facilitated team members' professional growth and development
- Designed and developed all brand elements, assets, standards, identity for use across all media,
- Created/optimized existing websites/landing pages, ensuring functionality & optimal user experience
- Designed and led development of new organizational app as an enhanced user engagement platform
- Crafted visually aesthetic graphics & shot professional quality photography used in all deliverables
- Shot & produced all organizational videos to effectively convey the organization's mission/impact: Corporate, Motion Graphics, Event Recaps, Music, Testimonials, Explainers, Appeals, Promos, etc.
- Managed all social media, fostering audience growth/engagement via strategic content creation

### CUCreativeCo

**Owner/Operator** [July 2017- Present]

- Execute a wide range of media projects, including professional videography, photography, web design, motion graphics, television/radio commercials, and social media content
- Collaborate closely with clients to translate their objectives into high quality visual & digital solutions
- Oversaw entire production process: concept development, scriptwriting, shooting and editing
- Meet strict deadlines and budgetary constraints while cultivated and nurturing client relationships

### One Common Music

Frontman/Lead Singer/Musician [July 2016- Present]

- Christian brother duo appealing to and inspiring the rising generation.
- 500K Social Followers in 12 mos., 20 million+ views, 500kshares, 50+ Viral Videos

## SKILLS:

- Creative Strategy & Leadership
- Brand Development & Management
- Campaign Ideation & Execution
- Team Building & Mentoring
- Cross-Functional Collaboration
- Presentation and Communication Skills
- Budget Mngmt & Resource Allocation
- Trend Analysis and Innovation
- Professional Videography & Photography
- Web Design & Development
- Motion Graphics & Animation
- Project Management & Team Leadership
- Social Media Content Creation
- Scriptwriting & Storyboarding
- Content Management Systems
- Strong Communication & Client Relations

## COMPETENCIES/QUALITIES

**Hardware:** Canon products, RED products, Blackmagic Products, Sigma Products, DJI (Gimbles/Drones), Apple, Aperture/Newer lighting. Rode & Tascam Audio equipment, Tele-prompters, sliders, etc.

**Software:** Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop, Light Room Classic, InDesign, etc), Plural Eyes, Ableton Live 10 Standard, Wordpress, Microsoft Office (Word, Excel, Powerpoint, Outlook), G-Suite (Drive, Docs, Sheets, Slides, Meet & Calendar)

**Qualities:** Punctual, organized, creative, determined, team player, friendly, principled, mature, initiator, fast learner, outgoing, energetic, composed, reliable, responsible, problem solver & more

## REFERENCES

\*Can provide 2-3 references upon request