

Reynaldo Certain

Freelance Art Director/Copywriter at Commonground

Summary

Campaign and BTL creative development.
Corporate image and Brand Image design.
Direct Marketing and promotions

Specialties

Print, TV, direct mail, BTL, interactive and promotional marketing, branding and identity.

Experience

Art Director/Copywriter at Freelance at Commonground for American Family Insurance.

November 2013 - Present (10 months)

Strategic and creative development, art and copy for print, TV, and radio.

Online and CRM designer/Creative Director at Freelance / Graphic Design Services

June 2011 - Present (3 years 3 months)

Creative developments in CRM for the Bloom School of Jazz, Univision, Telemundo, Sheldon Landscapes, El Rey Network, Cappex, Moviemex, Chicago Yoga Center.

Freelance Creative at Lapiz

November 2011 - May 2012 (7 months)

Developing creative for TV, radio, print and OLM for Kellogg's and P&G.

Freelance Creative Director at Element 79 Partners

July 2011 - January 2012 (7 months)

TV and Print creative.

Freelance Art Director at Euro RSCG

February 2011 - April 2011 (3 months)

DM and integrated media for Citibank and Sprint.

Freelance Creative at Draftfcb, Chicago

July 2010 - August 2010 (2 months)

Creative for Print, radio, direct and TV, for State Farm and Qwest.

Senior Art Director at Leo Burnett USA

January 2000 - February 2009 (9 years 2 months)

Campaign development, consumer engagement and BTL for Philip Morris, U.S. Army, Samsung, Comcast and Bally Total Fitness.

I recommendation available upon request

Campaign development at Leo Burnett USA

January 1999 - January 2009 (10 years 1 month)

Associate Creative Director at Blau Direct Edge

January 1997 - January 1999 (2 years 1 month)

SEARS Card direct mail, in-store and Business to Business creative development.

Associate Creative Director at Blau Direct Edge

1997 - 1999 (2 years)

Relationship Marketing and award-winning in-Store Programs for SEARS Card.

Free Lance Art Director at Leo Burnett

1996 - 1997 (1 year)

BASIC (Philip Morris) designing direct mail, OOH and promotions. Development of new products for Philip Morris USA and PM Institutional.

Freelance Multimedia Designer and developer at Ahrens Interactive

1995 - 1996 (1 year)

Realization of CD-ROM catalogs and Laptop presentations for J. Walter Thompson, Leo Burnett Co., Motorola, IMC, SEARS, Wace Midwest, Compression Technologies, The Black Dot Group, Anheuser Busch and Skidmore Owings & Merrill among others.

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Senior Art Director at Leo Burnett

1994 - 1995 (1 year)

Work in the Hispanic group for United Airlines, Kellogg's and McDonald's.

Senior Art Director at Leo Burnett

1992 - 1994 (2 years)

Transferred to "Leo Burnett USA" as Senior Art Director for SONY, Dean Witter, 7-Up and Merit Ultima accounts. (TV and main line print advertising.)

Designer at Area Gráfica

1989 - 1990 (1 year)

Corporate Image development. Logos, books, magazines and packaging design.

Associated Creative Director at AMP Studio

1986 - 1988 (2 years)

Developing Point of Purchase Displays, packaging, Exhibit Design and direct mail for Gillette, Heinz, Knorr and P&G.

Skills & Expertise

Music

Fine Art

Creative Writing

Direct Mail

Promotions

Advertising

Copywriting

Radio

Graphic Design

Creative Direction

Photography

InDesign

Web Design

Creative Development

Art

Television

Art Direction

Illustrator

Image Manipulation

Creative Strategy

Digital Strategy

Branding & Identity

Illustration

Visual Communication

Corporate Identity

Brand Development

Interactive Advertising

Integrated Marketing

Marketing

Corporate Branding

Typography

Logo Design

Packaging

Brand Architecture

Experience Design

Adobe Creative Suite

User Experience

Outdoor Advertising

Catalogs

New Media

Direct Marketing

Relationship Marketing

Concept Development

Interactive Marketing

Magazines

Digital Marketing

Creative Services

Interaction Design
User Interface Design
Layout

Education

the Cristobal Rojas Art School

Art and sculpture., 1975 - 1977

Escuela Cristobal Rojas

Art and design, 1972 - 1976

Real Conservatorio de Música, Madrid

Classical Guitar, reading and composition., 1969 - 1971

Honors and Awards

Several ANDA awards (the most important Advertising Award in Venezuela), category TV, winning spots for Knorr, Banco Mercantil and Procter & Gamble.

Several Awards and finalists from Leo Burnett Latin America Creative Reviews. Due to the team's creative work for Procter & Gamble, Leo Burnett Venezuela was qualified by the client as one of their two best agencies in Latin America.

Art Directors Club in New York, for business-to-business print design.

Interests

Innovation, new technology, creativity, trends, design, marketing, advertising, new media, digital, interactive marketing, cyberculture, strategic planning, photography, cinema, literature, networking, art, poetry, narrative, contemporary music.

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2 people have recommended Reynaldo

"Proficient, flexible, fast, knowledgeable, skillful, tasteful wrapped up in a wonderful personality that is a joy to work with. Reynaldo is a pro and always does whatever it takes to do the job right and beautifully executed. Oh, and if you happen to need anything translated into about three different languages, he can do that also."

— **Bill Dillard**, *Creative Director, Leo Burnett*, worked directly with Reynaldo at Leo Burnett USA

"Reynaldo is a dream to work with. His clean, crisp, and contemporary design aesthetic, with a clear understanding of his clients needs are only a few of the many essential parts of the creative equation that he brings to a project. Very tech savvy and knowledgeable as well."

— **Dave Jordano**, was Reynaldo's client

[Contact Reynaldo on LinkedIn](#)