

Extensive experience with local, national, and global brands in the U.S. (including Hispanic market) and Brazil. Conceptual thinking for traditional and new media.

Fluent in English, Portuguese and Spanish.

## EDUARDO GUZMÁN ART DIRECTOR

### SELECTED EXPERIENCE

*Miami 2014 - Current*

La Comunidad – Art Director

Print and web for Verizon/Fios, and direct response for Time Warner Cable.

*Fort Lauderdale 2009 - 2014*

Zimmerman – Senior Art Director | Digital

Pixels and dots per inch for Office Depot, White Castle, Pep Boys, Carfax.

*Miami 2005 - 2008*

Marc USA/MARCA Hispanic – Senior Art Director

Broadcast, traditional and new media for the U.S. Hispanic market. Clients included Infiniti Motors, Moen, New York Life, PNC Bank, TúYo Mobile, Bryant and Rite Aid.

*Charlotte 2002 - 2005*

Incite/Red Moon Marketing – Creative Director

Led creative team in doing award-winning work for Lowe's, Charlotte-Mecklenburg County and Pelton & Crane. Other accounts ranged from B2B and services to consumer and industrial products.

*Rio de Janeiro 1997 - 2001*

Ogilvy & Mather – Senior Art Director

Handled all creative for Sul America/ING – the largest insurance company in Latin America. Other accounts included GlaxoSmithKline, Terra, a national supermarket chain, and two shopping malls.

### EDUCATION

Universidade Federal do Rio de Janeiro/School of Fine Arts

BFA, Visual Communication

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## CLIENTS

Automotive	Infiniti (U.S. Hispanic); Carfax
Beverage	Coca-Cola ( <i>trade</i> )
Industrial Goods	Coats & Clark, Moen, Pelton & Crane, Bryant, Harper
Education	University of Miami, UNC-Charlotte, AIU, Johnson C. Smith University
Fast Food	White Castle, BurgerFi
Financial	PNC Bank, Scottish Bank, Mergent
Government	Charlotte-Mecklenburg Park and Recreation Dept.
Health Insurance	Sul América, Unimed, Amil
Insurance	New York Life, Sul América
ISP	Time Warner, Fios
Media Outlet	Globo TV, Jornal do Brasil, O Globo
Mobile Phone	TúYo
Pharmaceutical	Rite Aid, GlaxoSmithKline, King Pharmaceuticals, Darrow
Real Estate	Holly Real Estate, Taylor Woodrow
Recreation	Ray's Splash Planet
Retail	Office Depot, Pep Boys, Lowe's, Carrefour
Shopping Mall	Rio Sul, Grande Rio, Via Parque, Fashion Mall
Tourism	Norwegian Cruise Line, Intercontinental Hotels

## AWARDS

Addy Miami, Addy Charlotte, American Graphic Design,  
Colunistas Rio de Janeiro, Promoção Brasil.

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