

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

The Community – Senior Art Director

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

Fort Lauderdale 2009 - 2014

Zimmerman – Senior Art Director | Digital

Print and digital for Office Depot, White Castle, Pep Boys, Carfax.

Miami 2005 - 2008

Marc USA/MARCA Hispanic – Senior Art Director

Broadcast, print and digital for the U.S. Hispanic market.

Clients: 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

Creative for Sul America/ING – the largest insurance company in Latin America. Other accounts included GlaxoSmithKline, Terra, a country-wide 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 Cable, Verizon/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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