

# TRACY BEVERLY ANDERSON

CREATIVE DIRECTOR



## CONTACT



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tscreatives.online

## EDUCATION

### BACHELOR OF FINE ARTS & DESIGN MAJOR IN ADVERTISING ARTS

University of Santo Tomas  
Manila, Philippines, 2007

Cum laude

## EXPERTISE



Project Management



Creative Direction



2D Motion Graphics Animation



Multimedia Advertising



Graphic Design



Social Media Management



Digital Media Marketing



Vector Illustration



Video Editing



Web Design



Front End/ Back End Development



UI/ UX Design

## WORK EXPERIENCE

### CREATIVE DIRECTOR

ADTACK MARKETING SOLUTIONS

JAN 2017 - PRESENT

- Develops and executes innovative digital marketing strategies which supports business goals, maximizes brand exposure, and increase traffic and online sales, leveraging owned & paid channels
- Drive and direct design strategy and deliverables of multi-channel campaigns. Guide all creative efforts to deliver premium, modern design and creative solutions.
- Collaborates as a creative partner with internal cross-functional leaders, the marketing team, and Executive management

### CREATIVE SPECIALIST (PART-TIME)

ANYPLACE, ANYTIME MEDIA

JAN 2017 - PRESENT

- Transforming and animating ideas into beautiful infographics
- Creating click grabbing digital and print advertisements
- Producing eye catching videos and motion graphics content
- Develops front-end and back-end websites for clients
- Creating and distributing content for social media profiles

### CREATIVE DIRECTOR

VIRIBUZ MEDIA INC.

JAN 2022 - APR 2022

- Oversees the entire Creative Team
- Builds design and campaign briefs that highlight the emotion and calls to action and purpose of various campaigns
- Build UI/ UX Designs from ground up.
- Responsible for the project organization, planning and execution of all creative projects

### CREATIVE DIRECTOR (CONSULTANT)

NEO CONCEPT CIRCLE PRODUCTION INC.

DEC 2011 - APR 2021

- Developed concepts around a specific brief, creating community engagement projects, brand activations events.
- Liaised with clients, presented pitch decks and successfully booked pharmaceutical events for the company.

### DIGITAL STRATEGIST

THE DESIGN PEOPLE

OCT 2016 - DEC 2016

- Responsible for defining estimated goals for individual projects related to Client production.
- Provides and asses web design solutions for real estate agent clients and small business clients
- Assisted in managing UI web design and development projections
- Liaised directly between the client and the development team

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## CORE COMPETENCIES

- ✓ Strategic Planning
- ✓ Collaboration
- ✓ Team Leadership
- ✓ Digital Marketing
- ✓ Analysis & Problem Solving
- ✓ Creativity
- ✓ Time Management
- ✓ Concept Development
- ✓ Staff Development
- ✓ Brand & Identity
- ✓ Advertising Campaigns
- ✓ Marketing Strategy
- ✓ Visual Communication
- ✓ Quality Control

## SKILLS

**Adobe Creative Suite:** InDesign, Illustrator, Photoshop, Premiere Pro, Audition, After Effects, Lightroom, Bridge, Dreamweaver and XD

Figma, Sketch

Asana, ClickUp, FunctionFox

Wordpress, Wix, Squarespace, html

Microsoft Office and Keynote

Creativity

Intrapersonal Skills

Effective Communication

Delegation

## WORK EXPERIENCE

### CREATIVE LEAD

BLUESKY OUTSOURCING LTD.

MAR 2014 – AUG 2016

- ▶ Responsible for the creative strategies and direction of advertising and marketing materials in a variety of media (print, multimedia, web)
- ▶ Creates layouts and designs of logos, packaging, advertising, marketing collaterals.
- ▶ Managed a team of designers and provided ongoing creative direction for new and existing campaigns across all marketing channels.
- ▶ Created UI web and mobile designs, which were used in training, corporate presentations, and as sales kit tools.

### ART DIRECTOR (PROJECT BASED)

THE ROCK MAGAZINE ROCKWELL CLUB

NOV 2013 – FEB 2014

- ▶ Sets the artistic direction of the monthly newsletter and marketing campaign materials.

### ASSOCIATE ART DIRECTOR

SUMMIT MEDIA PUBLISHING CO., INC.

JUN 2011 – FEB 2012

#### *Cosmopolitan Magazine Philippines*

- ▶ Responsible for the visual look and feel of the publication
- ▶ Worked closely with the editors on concepts for sections and pages of the magazine.
- ▶ Assisted in photoshoots.

### SENIOR GRAPHIC ARTIST

SUMMIT MEDIA PUBLISHING CO., INC.

MAY 2010 – JUN 2011

#### *Special Publications*

- ▶ Produced advertising campaigns and advocacy for both in-house publication and clients.
- ▶ Assisted in photoshoots and activations.

### EDITORIAL GRAPHIC ARTIST

SUMMIT MEDIA PUBLISHING CO., INC.

SEP 2008 – APR 2010

- ▶ Crafted social graces illustrations
- ▶ Laid out pages for Beauty and Fashion
- ▶ Reports directly to the Art Director.

## LANGUAGES

### TAGALOG

Native Tongue  
Speaking, Reading  
and written

### ENGLISH

Excellent  
Speaking, Reading  
and written

### SPANISH

Basic  
Speaking and  
written