Aaron (AJ) Brillantes | Associate Creative Director

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PROFESSIONAL SUMMARY

I'm a data-driven marketing professional with over ten years of creative experience where I've led teams and helped develop performance-based strategies. I have a proven ability to manage end-to-end creative production, optimize campaigns based on data insights, and collaborate effectively with cross-functional teams.

WORK EXPERIENCE

Associate Creative Director, Sr. Art Director | Designit, a Wipro Company | Bellevue, WA | Sep 2020 – Present

- Lead a creative team in developing and executing strategies across various marketing channels, driving customer growth and brand engagement for companies like Microsoft, Acer, and Zipfizz.
- Implement end-to-end creative processes for producing static ads, short-form videos, and campaign creative, ensuring alignment with brand guidelines and marketing objectives.
- Conduct creative analysis and present insights to key stakeholders, leading to data-driven optimizations and improved brand and campaign performance.
- Analyze consumer behavior and digital marketing trends to enhance campaign strategies and engagement.

Creative Lead, Art Director | Rational (acquired by Wipro) | Bellevue, WA | Sep 2018 – Aug 2020

- Spearheaded the development of marketing assets for digital campaigns across platforms including YouTube, Facebook, Instagram, TikTok, LinkedIn, and blogs.
- Implemented processes around ideation, production, and optimization to refine creative strategies and achieve performance targets.
- Collaborated with copywriters, designers, and editors to communicate and execute creative concept ideas.
- Managed relationships with external agencies to produce outsourced creative.

Art Director, Sr. Designer | Ayzenberg Group | Pasadena, CA & Seattle, WA | Aug 2014 – Aug 2018

- Collaborated with a team of copywriters, designers, and editors to develop social media content for Microsoft.
- Developed processes around and executed for design, photography, illustration, and video-based content.

UX and Visual Design Lead | Aditive (acquired by Acxiom) | San Francisco, CA | Jan 2013 – Jan 2014

- Collaborated with Client Services and Product to design, build, and optimize campaigns for CPG-focused clients.
- Designed and built end-to-end user journeys for two monthly campaign rollouts.

Visual Design Lead | AdRoll | San Francisco, CA | Jul 2011 – Dec 2012

- Partnered with the Growth and Marketing teams to design and optimize B2B and B2C marketing strategies.

- Designed, iterated, and launched a web-based tool for customers to build their own dynamic display ad units.

EDUCATION

Certificate of Completion, UX Design 2014 | General Assembly, Santa Monica, CA

BFA, Graphic Design, 2008 | California Polytechnic State University, Pomona, CA

SKILLS AND TOOL SET

People development | 6 years

- Experience in mentoring and managing creative personnel and direct reports with diverse backgrounds, skillsets, and working styles.
- Established creative leadership principles that cultivate personal well-being, a growth mindset, and professional development by showing honesty, integrity, and creative excellence.

Creative lead and project management | 8 years

- Comprehensive experience in leading, concepting, capturing, and optimizing content comprised of copy, photography, animation, video, and illustration for both websites and social media channels like Facebook, X, Instagram, YouTube, and TikTok.
- Experience in building and managing creative workflows using tools like Wrike, Trello, Basecamp, Microsoft Projects, and Microsoft Planner.

Digital and social marketing | 10 years

- Experience with tools like Sprinklr and Brandwatch for gathering and interpreting channel metrics and audience data for reporting and optimization purposes.
- Hands-on research and development within social media platforms for identifying and participating in culture-based, trending moments.

Visual design and content creation | 14 years

- Advanced working knowledge of visual and motion design using Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate, Firefly).
- Industry experience in crafting cohesive user experiences across a digital ecosystem using tools like Figma and Adobe XD.
- Hands-on experience with photo and video capture and editing using tools, techniques, and workflows in Adobe Lightroom, After Effects, Premiere, and Audition.