



GEORGE ARCO

creative communicator + interactive strategist

Highly motivated, creative, and detail-oriented professional with expertise in design, marketing, social, and interactive media communications. Possess an energetic personality with a track record of success in time-sensitive project deadlines. Able to work within a diverse team but also self-driven to execute the necessary tasks to bring a project to its completion.

SKILLS



Marketing+
Collateral



Graphics+
Illustrations



Design+
Develop Web



Write + Edit
Communications



eCampaigns+
Social Media



Creativity+
Layout



Typography+
Presentation



Collaborative+
Team Player

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SOCIAL MEDIA



Manage
8 Accounts



800+
Followers



3,300+
Connections

TOOLS



PHOTOSHOP



ILLUSTRATOR



PREMIERE



BRIDGE



INDESIGN



DREAMWEAVER



MAC



WINDOWS



AUTOCAD



QUARK



WORDPRESS



MS OFFICE

LANGUAGES

English

HTML

Portuguese

CSS

MOSS

Javascript

EDUCATION + AWARDS

Bachelor of Design in Architecture

University of Florida (1998)



President's Award

BASF Construction Chemicals (2007)



Pioneer Award

BASF Corporation (2012)



WORK EXPERIENCE

MarCom Specialist: BASF Corporation (2011 - PRESENT)

- Manage multiple team members executing Communications' objectives; strategic advisor of Communications' initiatives; creator / conceptualizer of content, specifically digital, for targeted audiences; promoter of eight (8) social media accounts and eCampaigns for multiple BASF business lines; design, develop and manage content for six (6) Wall Systems' websites; write/edit internal and external communications; continue to perform and/or manage Designer II role tasks (listed below)

Designer II: BASF Construction Chemicals (2006-2011)

- Executed the redesign of all marketing collateral after the 2006 BASF acquisition; Designed literature, web, trade show & other graphics; designed & developed ads and promotions for distributors; provided direct support to managers as needed for global and platform initiatives; managed business line trade shows

Owner/Designer/Brand Developer: STRiKE designs (2005-2008)

- Created a start-up apparel company with an emphasis on active lifestyle sports - surfing, skating, and beach volleyball; designed products and marketing collateral; designed and developed website / online store; Targeted the 18-24 / 25-34 demographics and promoted products & events using social media (MySpace); creating a following of 1,000+ followers

Freelance Web Designer/Consultant: (2004-PRESENT)

- Print, Web, and Social for various clients; Creative consultant / advisor on multiple web projects to *Empowwwwer Business Marketing*

Architect-in-Training: ENB Architects (1999-2006)

- Produced models, plans and drawings to communicate designs; designed advertising; conceptualized, developed, and managed company website; successfully produced visual presentations and marketing collateral