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## SOCIAL MEDIA













3.300+ Connections

T00LS































WORDPRESS MS OFFICE

#### LANGUAGES

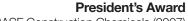
English **HTML** Portuguese **CSS** MOSS Javascript

#### EDUCATION + AWARDS

# **Bachelor of Design in Architecture**

University of Florida (1998)









**Pioneer Award** BASF Corporation (2012)



# **GEORGE**

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



eCampaigns+ Social Media



Graphics+ Illustrations



Creativity+ Layout



Design+ Develop Web



Typography+ Presentation



Write + Edit Communications



Collaborative+ Team Player

# **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 Empowwwer 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