

Creative Director

# Joel Urbina

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## Objective

Creative Director with extensive experience in online content creation, web design and development, marketing, analytics, and art direction. Adept at managing diverse projects and delivering innovative solutions that drive engagement and business growth. Seeking to leverage my multidisciplinary expertise to lead creative initiatives and achieve exceptional results.

## Experience

April 2024 to Present

### **Founder/Marketing Director** *Solana for Science (solsci.it)*

Project development and oversight, Marketing strategy and execution, Community engagement and growth, Partnerships and collaboration, and Communication and representation. (Wordpress, Photoshop, Illustrator, Solana Blockchain, Asana)

November 2023 to Present

### **Motion Graphics Designer for Global Events** *Gucci*

Creating high level presentations and motion graphic videos for top global events. (PowerPoint, After Effects, Photoshop, Illustrator, Blender)

January 2023 to Present

### **Founder and Creative Developer** *Frontalieri Jobs (frontalieri-jobs.it)*

As the Founder and Creative Developer I play a pivotal role in the conceptualization, development, and continuous improvement of the platform. My multifaceted responsibilities encompass content creation, website development, community building, and strategic planning. I am the driving force behind the platform's success, ensuring it remains a valuable resource for its growing user base. (Photoshop, Illustrator, Wordpress, PHP, MySQL, Rest API)

November 2020 to Present

### **Creative Director** *ProSendy (prosendy.com)*

Strategic planning and leadership, Product development and management, Creative direction, Client engagement and support, Marketing and sales, Operational management, and Team leadership. (Photoshop, Illustrator, Wordpress, Sendy, PHP, MySQL, Asana)

January 2018 to Present

### **Creative Marketing Director** *CreativeClick (creativeclick.co)*

Client communication, Creative content production, Advertising copywriting, Campaign design and management, Cost analysis and effectiveness, and Leadership and collaboration.

Successfully managed numerous high-profile projects, delivering outstanding creative content that exceeded client expectations. Developed and executed innovative advertising campaigns that significantly increased client engagement and ROI. Built and maintained strong client relationships, contributing to the growth and success of the agency. (Premiere, After Effects, Blender, Wordpress, PHP, MySQL, LUA, C#, Unity, Kotlin, Android Studio, Google Analytics, Asana, MS Project)

October 2020 to March 2021

**Marketing Director** *FlyHighYoga (flyhighyoga.com)*

Social media campaigns, Content creation, Marketing strategy and analysis, Brand development, Customer engagement, Market research. (Google Ads, Facebook Ads, Premiere, After Effects, Asana)

January 2010 to December 2017

**Head of Content Development** *ShinyGoldShoes*

Website development, Online video production, Brand identity design, Advertising campaign management, and Team leadership and collaboration.

Successfully developed and launched numerous client websites, enhancing their online presence and user engagement. Produced impactful online videos that effectively communicated client messages and achieved high viewership. Designed distinctive brand identities that strengthened clients' market positioning. Managed and optimized advertising campaigns that delivered significant results and exceeded client expectations. (Wordpress, Premiere, Google Analytics, Photoshop, Blender, After Effects, SugarCRM, Salesforce)

January 2009 to September 2009

**Flash Developer and 3D Animator** *Deuce Design*

September 2008 to December 2008

**Final Cut Pro Editor and Graphic Designer** *Community Amsterdam*

March 2008 to August 2008

**Lead Technical Consultant** *Love Life Stories*

April 2007 to September 2007

**Graphic Designer and After Effects Artist** *Duke.TV*

October 2006 to April 2007

**Video Technical Quality Controller** *Berwick Street Post*

December 2004 to February 2005

**TV Production Internship** *BBC*

September 2002 to June 2003

**ESL Teacher** *Chatteris Educational Foundation (MCHK Wesley College)*

## Education

2003 - 2006

### **University of East London**

BA Film and Video  
Production – Semiotics  
and Visual Theory

2013

### **University of Virginia**

Design Thinking for  
Business Innovation  
Foundations of Business  
Strategy

2014 - 2015

### **University of California, Irvine**

Fundamentals of  
Management  
Project Management

2014 - 2015

### **University of Illinois**

Digital Analytics for  
Marketing Professionals  
Marketing in a Digital  
World

## Skills

- Premiere Pro
- After Effects
- Photoshop
- Illustrator
- InDesign
- Blender
- MS Office  
(Powerpoint, Excel,  
Word, Project)
- Windows  
Administration
- Linux Administration
- Project Management
- Creative Direction
- Google Ads,  
Analytics, Admob,  
Adsense
- Facebook Ads,  
Analytics
- Wordpress
- WooCommerce
- Squarespace
- Salesforce
- SugarCRM
- PHP
- MySQL
- Html
- CSS
- Android Studio
- Unity
- Lua
- Kotlin

## Interests

- Snowboarding
- Rock climbing
- Traveling
- Carpentry
- Beekeeping
- Cooking
- Making music

## Languages

- English – 10/10
- Italian – 8/10
- Spanish – 3/10
- Dutch – 3/10
- German – 2/10
- French – 1/10

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30 June 2003, n. 196 "Protection of personal data".



Joel Christian Urbina