# David Jon Acosta

ASSOCIATE CREATIVE DIRECTOR

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# Education

#### General Assembly

Visual Design 2014

# Miami International University of Art & Design

B.A., Advertising 2003 - 2008

### Skills

#### Art

Creative direction
Graphic design
Concepting
Storyboarding
Illustration
Animation
Typography
Presentation design

#### Technical

Adobe Creative Cloud Facebook Creative Hub Sketch

#### Social

TikTok Instagram

#### Admin

Google Suite
Office 365
Monday

# Awards

'21 Shorty AwardsClient: Artistry StudioGold Distinction in Beauty

Audience Honor in Beauty

# Experience

#### Amp Agency

Associate Creative Director / New York, NY / March 2019 - Present

- > Lead creative direction for ad campaigns across digital platforms.
- > Develop innovative paid social campaigns from concept to completion.
- > Translate briefs into inspiring assets that follow brand guidelines.
- > Produce and direct high volume of product and lifestyle photoshoots.
- > Host client reviews to collect feedback and offer solutions in real time.
- Elevate pitch presentations by drafting tactics that bring ideas to life.Collaborate with creative director, copywriters and photographers.
- > Manage and mentor a small team of designers and art directors.

#### Rent the Runway

Art Director / New York, NY / February 2016 - March 2019

- > Art directed seasonal campaigns that supported business growth goals.
- > Lead digital design direction for social ads, web, e-mail, and the iOS app.
- > Delivered elegant mobile-first landing pages for new product launches.
- > Leveraged analytics to deliver elevated data-driven designs.
- > Collaborated with influencer partners to produce on-brand content.
- > Attended creative workshops regularly at Facebook headquarters.
- > Managed junior talent and hosted off-site mentorship meetups.

#### Tory Burch

Digital Designer / New York, NY / May 2015 - February 2016

- > Designed homepage refreshes and e-mails for global markets.
- > Delivered seasonal campaign videos for international retail shops.
- > Produced artwork for print and digital out-of-home advertisements.
- > Generated a high volume of digital ads for media partners and affiliates.
- > Daily stand-ups with merchandising team to cover creative needs.

#### Hearst Digital Media

Digital Designer / New York, NY / December 2014 - May 2015

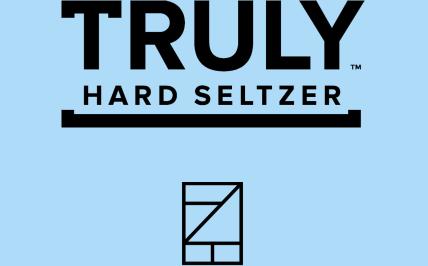
- > Designed graphics for various Hearst publications including: Harper's Bazaar, Elle, Seventeen, Marie Claire, Men's Health and Delish.
- > Provided eye-catching assets that drove engagement on social media.
- > Collaborated regularly with editors and journalists for visual needs.
- > Rolled with late-changing requirements and of-the-minute deadlines.



HARRY'S

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ARTISTRY studio<sup>™</sup>



RENT THE RUNWAY





