

# HAMILTON D. TAMAYO

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Portfolio: <http://www.hamiltontamayo.com>

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Passionate creative director with over 10 years of experience creating social, digital and broadcast campaigns. In my last role, **drove a 22% increase in sales year-over-year for Excedrin** and won multiple advertising awards. While at Digitas, **lead UX and UI development of American Express mobile apps**. Experienced in ideation, video production, photography, emerging technologies (virtual reality / augmented reality) and agile software development.

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## EXPERIENCE

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| <b>Weber Shandwick</b> – New York, NY<br><i>VP, Creative Director</i>  | 2013 – 2018 |
| <ul style="list-style-type: none"><li>Developed award-winning multi-channel brand experiences for various clients: Excedrin, Theraflu, Unilever, Simple Skincare, Ponds and Budweiser.</li><li>Managed teams of art directors, interaction designers, developers, copywriters, and editors.</li></ul>  |             |
| <b>Digitas</b> – New York, NY<br><i>Lead Creative</i>  | 2006 – 2013 |
| <ul style="list-style-type: none"><li>Designed &amp; developed mobile apps, social, digital &amp; marketing campaigns for various clients: American Express, Enfamil, Comcast, Samsung and IBM.</li><li>Managed a team of interaction designers, art directors and developers.</li><li>Extensive experience with Agile Software Development.</li></ul> |             |
| <b>Zagat Survey</b> – New York, NY<br><i>Senior Graphic Designer</i>   | 2004 – 2006 |
| <ul style="list-style-type: none"><li>Designed the Zagat Survey website and first mobile offering.</li><li>Designed &amp; produced successful e-mail marketing campaigns.</li></ul>  |             |
| <b>The Princeton Review</b> – New York, NY<br><i>Graphic Designer</i>  | 2000 – 2003 |
| <ul style="list-style-type: none"><li>Designed &amp; produced print marketing materials (e.g. brochures, direct mail pieces, etc.).</li><li>Redesigned the Princeton Review website.</li></ul>   |             |
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## EDUCATION

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| <b>New York University</b><br><ul style="list-style-type: none"><li>B.A., Graphic Communications &amp; Management</li></ul> | 1996 – 2000 |
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## SKILLS

- Expert at Photoshop, Illustrator, InDesign, Lightroom and Final Cut Pro X
  - Code HTML and CSS
  - Photography & Video Production
  - Fluent in Spanish
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## AWARDS

- Cannes Silver Lion: Excedrin "The Migraine Experience" - Health & Wellness Education
  - Cannes Bronze Lion: Excedrin "#Debate Headache" - PR Health & Wellness, OTC
  - Silver Clio: Excedrin "The Migraine Experience" - Health Medium Innovation
  - Silver Clio: Excedrin "The Debate Headache" - PR Health & Wellness
  - Gold Effie: Excedrin "The Migraine Experience" - Healthcare OTC
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## REFERENCES

Available upon request.