

# HAMILTON D. TAMAYO

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

## EXPERIENCE

**Weber Shandwick** - NY, NY 2013 – Present  
*VP, Creative Director*

- Developed award winning 360 brand / marketing campaigns (TV, social, digital & PR) for various clients (e.g. GSK: Excedrin & Theraflu. Unilever: Simple Skincare & Ponds).
- Managed a team of art directors, interaction designers, developers, copywriters and editors.

**Digitas** - NY, NY 2006 – 2013  
*Lead Creative*

- Designed & developed mobile apps, social, digital & marketing campaigns for various clients (e.g. American Express, Enfamil, Comcast, Samsung, IBM, etc.).
- Managed a team of interaction designers, art directors and developers.
- Extensive experience with Agile Software Development.

**Zagat Survey** - NY, NY 2004 – 2006  
*Senior Graphic Designer*

- Redesigned the Zagat Survey website (<http://www.zagat.com>).
- Designed & produced successful e-mail marketing campaigns.
- Designed custom book covers for many high profile clients (e.g. Coca Cola, DunHill, etc.).

**Condé Nast: Golf for Women Magazine** - NY, NY 2003 – 2004  
*Graphic Designer*

- Designed print layouts for Golf for Women Magazine.

**The Princeton Review** - NY, NY 2000 – 2003  
*Graphic Designer*

- Manager & lead designer on various interactive projects (e.g. online demos, trade show video wall installations, etc.) .
- Designed & produced print marketing materials (e.g. brochures, direct mail pieces, etc.).
- Redesigned The Princeton Review website. (<http://www.princetonreview.com>).

## EDUCATION

**New York University** - NY, NY 1996 – 2000

- B.A., Graphic Communications & Management

## RELATED SKILLS

- Expert knowledge of the Adobe Photoshop, Illustrator, Lightroom, Final Cut Pro X
- Code HTML and CSS.
- Fluent in Spanish.

## AWARDS

- Cannes Silver Lion: Excedrin "The Migraine Experience" - Health & Wellness Education
- Cannes Bronze Lion: Excedrin "The Migraine Experience" - PR Medicines Category
- 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

## REFERENCES

Available upon request.