

KEITH GUEVARRA

Intermediate Art Director, St. Catharines ON

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I'm an art director with almost 7 years of experience, I am drawn to uncovering what people feel but don't always see. I've built campaigns for brands like Smart, Nescafé, Coca-Cola, and Shell at Dentsu, led pharma projects at BlackPearl Media, and managed event creatives for 200+ global companies at iStack Conferences. In Canada, I've grown further at The Brand Factory, supporting real estate brands like Minto and Tridel across digital, social, and print. Advertising has been my roots, but what sets me apart is how I've stayed versatile, working across SaaS, real estate, ecommerce, cannabis, affiliate, and pharma. As I grow, I'm seeking opportunities to bring not just creative ideas, but collaboration, alignment, and resourcefulness — wherever I'm placed.

Experience

INTERMEDIATE ART DIRECTOR/GRAPHIC DESIGNER, The Brand Factory Group

Oct 2024 – Apr 2025

- Secured and expanded key retainer accounts across Ottawa, Calgary, and Ontario within the first 3 months, specializing in integrated real estate marketing and multi-channel campaigns that strengthened brand partnerships and drove client growth.
- Led the creative direction and execution of campaigns for top-tier clients including Tridel, Regency, Minto Communities, and Aspen Ridge, delivering cohesive concepts across digital, print, and out-of-home (OOH) platforms.
- Produced high-impact marketing assets, including digital ad sets, email campaigns (EDMs), social content, OOH creative, branding materials, broker presentations, brochures, and merchandising, ensuring alignment with brand strategy & objectives.
- Collaborated cross-functionally with national marketing teams, creative leads, account managers, and external vendors to deliver campaigns on time, on brand, and on budget.

INTERMEDIATE ART DIRECTOR, iStack Conferences

Oct 2021 – Feb 2025

- Led cross-functional design projects for global Affiliate World Conferences (Dubai, Thailand, Barcelona, Budapest), overseeing large-scale print, branding, and UI initiatives as Art Director at iStack Conferences.
- Drove a 30% increase in event engagement by managing end-to-end creative workflows, aligning multi-channel assets with brand strategy, and collaborating with internal teams and external partners.
- Delivered integrated campaigns across event signage, stage branding, digital ads, websites, social media, and promotional materials, enhancing brand visibility and audience experience worldwide.

SALES ASSOCIATE II, Coach Outlet

Sep 2022 - Oct 2024

- Trained and onboarded new hires, ensuring smooth adaptation to company processes and performance standards, while managing inventory and shipment processing to maintain stock flow, uphold quality control, and meet processing timelines.
- Drove business growth by developing and executing innovative sales and client engagement strategies, including prospecting, clienteling, and nurturing long-term relationships to maximize customer retention and satisfaction.
- Ranked consistently among top 10 sales associates weekly, achieving an average of 2.2 units per transaction (UPT), earning Employee of the Month for two consecutive months, and reflecting strong sales skills, consultative selling techniques, and deep understanding of customer needs and buying behavior.

ART DIRECTOR, Dentsu Creatives PH

Apr 2019 – Aug 2022

- Led the development and execution of high-impact campaigns for industry-leading brands such as Coca-Cola, Nescafé, Smart, Jollibee, Shell, Uniqlo, and Cignal, including the viral "Light It Up" campaign for Smart x BTS.
- Achieved a 98% positive response and \$705,000 in earned media coverage through innovative campaign strategies, driving substantial engagement and viral conversation across digital platforms.
- Received industry recognition as a finalist at Young Spikes Asia and the New York Advertising Festival, showcasing expertise in delivering creative and results-driven marketing solutions.

Experience continued

ART DIRECTOR, BlackPearl Media Inc.

Mar 2021 – Oct 2021

- Secured three major accounts, increasing annual revenue by 50%, and expanded campaign scope to include Above-the-Line (ATL) and 360-degree campaigns, contributing to greater brand visibility and long-term client partnerships.
 - Developed and implemented internal creative processes that optimized collaboration and streamlined the concept-to-presentation phases. Led workshops focused on brainstorming techniques, enhancing account-creative dynamics, and conducting 1-on-1 sessions to foster creativity and efficiency across teams.
 - Worked closely with clients such as Anessa, Senka, OSH, RD Pawnshop, CWC Interiors, Robinsons, Watsons, and Dolly Tuna, delivering integrated marketing solutions that resonated with target audiences and supported business growth.
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Education

BUSINESS SALES & MARKETING, Niagara College

- Best in Business Development Concept, Papel Project
- 3rd Place, Ontario Marketing Colleges Competition, Pocket Pal (Integrated Marketing Communications)
- Best in IMC, Niagara College & Cheekbone Beauty, #HeartCore Campaign
- Dragon's Den Champion, Niagara College Sales-Pitch Competition, Glow Campaign

DOUBLE BACHELORS DEGREE: BUSINESS MARKETING & COMMUNICATIONS, University of St. La Salle
(Equivalent to a 4-Year Canadian Double Degree)

- Best in Thesis, Marketing Management Program
 - 3rd Place, Best in Thesis, YAL-CBA College
 - 1st Place, ASEAN Case Study Competition – Economic Pillar
 - 3rd Place, Best in Thesis, Communication Arts Program
 - Finalist, Corps D'Elite Best in Visual Arts
 - Best Film, Visuals, and Sound Design, Bakunawa Film Festival
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Skills & Software Knowledge

HARD SKILLS:

Branding, Typography, Color Theory, Pre and Post Production, Storyboarding, Photo Manipulation, Campaign Ideation, Activation, Experiential Marketing, Public Relations, OOH Production, Graphic Design, Large Scale Print, Merchandising, UI Design, Print Design, Cinematography, Bulk Design.

SOFT SKILLS:

Creative Problem Solving, Solution-Oriented, Innovative & Forward-Thinking, Client-Centric Mindset, Strong Conceptual Thinking, Collaborative Team Player, Time Management & Prioritization, Clear Communication, Resourcefulness, Adaptability Under Tight Deadlines, Positive & Solution-Led Feedback Handling, Attention to Detail, Empathy-Led Leadership, Mentorship & Peer Support.

SOFTWARE:

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Adobe XD, Canva, Figma, Microsoft Office (Word, Excel, PowerPoint), Google Suite, Keynote, Monday.com, Trello, Etsy, Slack, Notion, Slack, Google Analytics, Shopify, Printify, Pinterest, Zoho, Dropbox, Firefly, MidJourney.

References

Available upon request.