

KEITH RUSSELL GUEVARRA

Marketing Coordinator
Thorold, ON

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I'm a Marketing Coordinator and Art Director with 7 years of experience, from big agencies to progressive startups. I have experience working across advertising, food and beverage, retail, pharmaceutical, events, real estate, beauty, tourism, and now the floral industry. Beyond the ideas that I bring to the table, I'm known for my empathy, curiosity, adaptability, and for brightening up a room when things get tough.

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, HTML/CSS, Content Creation, Event Design.

SOFT SKILLS:

Creative Problem Solving, Solution-Oriented, Innovative & Forward-Thinking, Client-Centric Mindset, Strong Conceptual Thinking, 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, Trello, Etsy, Slack, Notion, Slack, Google Analytics, Mail Chimp, Sprout, Procreate, Davinci, AR Spark, Meta Business, Shopify, Printify, Pinterest, Zoho, Dropbox, Firefly, MidJourney.

Experience

MARKETING COORDINATOR, Flora Pack Inc., *On-site Permanent Full-Time*

Aug 2025 – PRESENT

Creates and executes marketing materials across digital campaigns, presentations, event collateral, social media, and brand communications. Manages container inventory, ordering, and supplier coordination.

- Creates the company's product catalog for 2026–2027, incorporating new product offerings, lifestyle spreads, and updated brand visuals.
- Organizes and maintains a new inventory tracking system to ensure stock alignment across all product lines.
- Supports sales growth through targeted email marketing initiatives, resulting in over 600 case orders pre-booked until 2027.
- Analyzes customer purchasing data to identify trends and opportunities for improvement in marketing and sales strategies.

INTERMEDIATE DESIGNER, The Brand Factory Group, *Hybrid Permanent Full-Time*

Oct 2024 – Apr 2025

Reported directly to the executive creative director. Partnered with a senior copywriter in creating merchandise, mockups, e-mailers, branding, digital ad campaigns, event collaterals, large-scale print, pitch decks, and magazines.

- Grew retainer accounts across Ontario, Ottawa, and Calgary in 3 months, driving multi-channel real estate campaigns that boosted client engagement by 40%.
- Led creative for The Valley, Minto, Aspen Ridge, Kylemore, delivering 100+ assets from digital ads to OOH and branded content.
- Streamlined production with cross-functional teams, completing campaigns 20% faster while staying on brand and on budget.

Experience continued

GRAPHIC DESIGNER, iStack Conferences, *Remote Permanent Full-Time*

Oct 2021 – Feb 2025

Co-led with the head of design and managed tasks with 3 graphic designers in creating exhibition booths, banners, microsites, branding, logo assets, mockups, event collaterals, native ads, asset management, and administrative work through portal orders.

- Led end-to-end creative for Affiliate World Conferences (Dubai, Thailand, Barcelona, Budapest), driving large-scale branding, print, and UI initiatives.
- Increased attendee engagement by 30% by aligning campaign visuals across digital, social, and on-site experiences.
- Delivered 200+ assets per event while handling 300+ brand guidelines, collaborated with global teams to ensure cohesive design, brand visibility, and audience impact.

ART DIRECTOR/ASSOC. CREATIVE GROUP HEAD BlackPearl Media, *Remote Permanent Full-Time* Jan 2021 – Oct 2021

Associate Head of creatives and directly reported to the CEO. Managed workshops, pitch presentations, ideation, strategy, feedback, design, social media, production, storyboards, branding, and playbooks.

- Secured three major accounts, boosting annual revenue by 50% and expanding campaign scope to ATL and 360-degree strategies for stronger brand visibility.
- Led creative process improvements and workshops that enhanced team collaboration, brainstorming, and productivity from concept to presentation.
- Partnered with clients like Anessa, Senka, OSH, RD Pawnshop, Robinsons, and Watsons to deliver integrated marketing campaigns that drove business growth.

ART DIRECTOR, Dentsu Creatives PH, *Hybrid Permanent Full-Time*

Apr 2019 – Jan 2021

Reported directly to the creative director. Partnered with a senior copywriter in creating campaigns, initiatives, storyboards, mockups, pitch decks, social media content, sourcing, and production.

- Led commercial, PR, and social campaigns for Coca-Cola, Nescafé, Jollibee, and Shell—from concept to post-production.
- Drove 98% positive sentiment and \$705K in earned media through the “Light It Up” initiative for Smart x BTS.
- Finalist at Young Spikes Asia and New York Advertising Festival for Public Relations, Social Behaviour, and Cultural Insight.

Awards

FINALIST, Young Spikes Asia, Social Behaviour & Cultural Insight.

FINALIST, New York Advertising Festival, Media/Entertainment/Events, Public Relations: Products & Services.

GOLD, Asian Academy Creative Awards, Best in Branded Program.

Education

COLLEGE DIPLOMA: BUSINESS SALES & MARKETING, Niagara College

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

References

Available upon request.