

pollypaulmitan

brand visual communication designer and strategist

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I create possibilities for brands and business beyond visuals.

EDUCATION

2000 - 2004

BACHELOR OF FINE ARTS MAJOR IN ADVERTISING ARTS

University of Santo Tomas
College of Fine Arts and Design
España, Manila, Philippines

CERTIFICATIONS/AFFILIATIONS

2021 | **DEPARTMENT OF EDUCATION
RESOURCE PERSON
DIGITAL POSTER-MAKING WORKSHOP**
National Commission for Culture and Arts (NCCA)
Philippines

2019 | **DIGITAL MARKETER CERTIFICATE**
Shaw Academy
www.shawacademy.com

2019 -
2018 | **CERTIFIED DIGITAL MARKETER
WEBINAR PARTICIPANT**
www.imadigitalmarketer.com

2018 -
2015 | **AIGA MEMBER**
www.aiga.org

2015 -
2012 | **THESIS JUROR / MENTOR**
St. Scholastica's College
Manila, Philippines

2011 | **ROTARACT POSTER-MAKING
CONTEST JURY MEMBER**
Laguna, Philippines

2011 | **WEB DEVELOPMENT
FUNDAMENTALS (CERTIFICATE)**
Philippine Center for Creative Imaging (PCCI)
Makati City, Philippines

2012 -
2008 | **PHILIPPINE PARKOUR & FREERUNNING
ASSOCIATION**
Founding member / Instructor
Creative Communication
& Social Media Strategist
Visual Marketing Communication Designer

WORK EXPERIENCES

PRESENT | **BRAND VISUAL COMMUNICATION DESIGNER, STRATEGIST & CONSULTANT**

2003 | WULFBANE HUSKIES DESIGN
Manila, Philippines

I provide creative design solutions and services for marketing communications and consultancy to varied industries and clients, that helps them to reach their business goals.

I collaborate closely with business owners and managers, social media and creative teams, by developing communication strategic solutions and workflows providing efficient solutions to help them grow their brand's visibility and online communication efforts that aims to help grow their business.

I provide professional creative services and design solutions on varied projects, varied industries and business start-ups in Philippines, Canadian and Dubai markets, as a Graphic Designer, Social Media Strategist, Brand Design Communication Consultant. This aims to help fosters brand value and help build customer connection.

I help provide sound operational workflow, coordination, monitoring and execution of projects and teams, that is geared towards efficient implementation of creative design solutions, creative design directions, communication strategy, high-quality output and timely delivery as a Creative Team Lead.

My adeptness in advertising and marketing communication, keeping-up-to-date with current trends and extensive experience and skill-set in print, digital and social media platforms, helps me provided creative design solutions and services in multimedia format.

Notable projects includes being a founding member, training mentor, social media page community administrator, and digital marketer of Philippine Parkour and Freerunning Association (PPFA), and currently Ideas the Agency and its current clientele in Canadian and Dubai markets, and local business start-ups.

NOVEMBER 2020 | **SOCIAL MEDIA STRATEGIST & GRAPHIC DESIGNER**

JULY 2020 | IDEAS THE AGENCY
Vancouver, Canada

I helped provide business growth to Ideas The Agency, leading the creative team in design, presentation decks and materials that helps win clients' trust that grew the clientele list, within 3 months, despite the pandemic situation.

Remotely providing professional creative design services, digital marketing consultancy and design solutions that helps businesses on varied projects, industries and start-ups in Canadian and Dubai markets.

Providing internal social media operations and management consultancy to provide result-oriented, professional, efficient, and quality output to clients and project partners that helped grow the Ideas The Agency and thrive accordingly, despite the current market (pandemic) situation.

FEBRUARY 2020 | **SENIOR ART DIRECTOR**

JUNE 2008 | THE MACKENZIE GROUP
Mandaluyong, Philippines

I helped provide creative design solutions and services for globally-known corporate brands, varied industries, institutions, local businesses list of clientele, as a Design Lead for multimedia design and social media content consultant for The Mackenzie Group Inc.'s 11-year growth and success.

I helped successfully launched and sustained strategic brand and market awareness and growth of Mazda Philippines through creative design, project management of brand communication campaigns and deliverables in print, digital, tv, non-traditional media and events.

I helped sustained San Miguel Foods Inc.'s strategic brand and market awareness campaigns for its top product and globally known FMCG brands—Magnolia, Monterey.

Providing print and social media marketing insights, digital marketing experience, and current trends to help varied clients with their social media requirements.

PORTFOLIO

Due to sheer volume and vast projects I have worked with, experience, and skill-sets required for a specific project, request for my work portfolio is available upon request.

KEY SKILLS

Branding and Brand Marketing Communication
Creative Direction
Brand Strategy
Graphic Design
Print
Digital Content Creator
Social Media Content Creator
Project Management & Quality Supervision
Creative Team Lead
Creative Collaboration
Creative Communication Consultant
Final Art/ Pre-press Designer
Photo Editing
Presentation Design
Web Design
UI/UX Design Ideation
Typography for communication
Headline & copywriting
Video Editing and Storyboard Concept
Social Media Management

TOOLS OF TRADE

Adobe Creative Suite:

Adobe Photoshop
Adobe Illustrator
Adobe In-Design
Adobe Premiere
Adobe After Effects
Adobe Rush
Canva

Mac OS-based apps such as:

Keynote, Pages, and Numbers

Windows-based apps such as:

Word, Excel, and Powerpoint

Google Essentials: Email, Slides, Sheets, Drive

Android-based task manager platforms:

Asana, Slack, Rock

PORTFOLIO

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WORK EXPERIENCES

FEBRUARY 2020

JUNE 2008

SENIOR ART DIRECTOR

THE MACKENZIE GROUP
Mandaluyong, Philippines

One of four advertising creatives professionals that helped sustained 11-year growth for The Mackenzie Group—a modest and highly efficient and results-oriented creative communication marketing agency, that is helmed by award-winning and seasoned advertising industry professionals, working with projects of notable corporate, industry, and business brands.

I also provided and managed creative communication deliverables projects for varied industries that strategically create market awareness and foster growth through efficient brand communication materials in print, digital, tv, non-traditional media and events. Such as Subaru Philippines, S&R, SkyCable, Bench apparels, Radio Network Mindanao (RNM), Discovery Suites, Power Mac Center to name a few.

Providing creative direction and supervision on photo and video shoots, and final art production. Making sure that every materials produced is in accordance to brand objectives and of creative team, that is of professional quality output.

JUNE 2008

2007

ART DIRECTOR

DENTSU PHILIPPINES
Makati, Philippines

Creatively collaborate as part of an efficient and agile creative team that provided strategic brand and marketing growth for Toyota Philippines, as an Art Director providing graphic design, creative direction and supervision on photo and video shoots, making sure that every materials produced is in accordance to the strategic ideation and brand objectives— that is of professional output, quality and efficiency.

Lead creative visual designer of project deliverables for Wacoal Philippines, and Gatsby Philippines for print, large-scale non-traditional medium, and video productions.

2007

2005

VISUALIZER / ART DIRECTOR

DDB PHILIPPINES
Makati, Philippines

Part of an efficient and agile creative team that provided strategic brand, marketing, business growth and sustainability for DDB Philippines' Smart Postpaid Creative Team. That helped foster the growth of mobile technology market through Print, TV, large-scale format marketing mediums in the Philippine market.

I helped provide strategic and quality visual creative deliverables for high-visibility print and tv marketing materials.

I helped provide creative direction and supervision on photo and video shoots, making sure that every materials produced is in accordance to the strategic and brand objectives that is of professional quality and efficient delivery.

Helps provide assistance to the Lead Creative in providing graphic design ideations and communication materials for Colt45 and Asia Brewery products. Creative assistance to other creative teams for Smart Telecommunications Prepaid team, Tropicana, McDonald's Philippines, among others, for an efficient delivery of project deliverables.

2005

2003

VISUALIZER

PAGESHOP DESIGN & COMMUNICATION
Pasig, Philippines
San Juan, Philippines

I helped provide creative visual communication materials for brand marketing campaigns for SM Foodcourt, SM Cinema, SM Bowling Center, SM Cyberzone.

Develop designs for print marketing collaterals and its production and output delivery. Helping provide business growth and sustainability for Pageshop Design & Communication through visual design.