



## ORAT, GLENN RICO HORTELANO

Email: glennoratgraphics@gmail.com

Cebu City, Philippines 6000

Mobile: +63 917 323 1977

<https://www.linkedin.com/in/glenn-rico-orat-7206269a/>

<https://glennrico77.wixsite.com/myportfolio>

A hybrid Global Marketing and Advertising Graphic Design Professional with over 10 years of experience. I have In-depth expertise in handling several simultaneous creative design projects, concept creation, graphic design, animation and visual conceptualization. I have extensive hands on knowledge and experience in creating infographics, book ad creatives, banners ads, specializing on Book Covers, Book Interior, Catalogues, Brochures, Logo Designs and other advertising materials. I have always been passionate about working in marketing and advertising agencies such as fashion TV Morocco that involves creating graphic book designs for world renowned Authors for global clients in all sorts of fields in both media and print.

### SKILLS:

- Conceptualizing Advertising Campaign
- Product Positioning & Branding
- Focus Group & Market Research
- Marketing and Public & Media Relations
- Creative Team Leadership
- Computer Graphics (Adobe Photoshop, Adobe Illustrator, Adobe In-Design)
- Corporate/Brand Identity (logo design, Packaging Design, Print Ads, Advertising Collaterals, Display Materials etc.)
- Book Design (Cover and Interior)
- Web GUI Design



Dear Creative Team,

I am an experienced Global Creative Marketing and Advertising Graphic Design Professional with over 10 years of experience. I have In-depth expertise in handling several simultaneous creative design projects, concept creation, graphic design, animation and visual conceptualization.

I have extensive hands on knowledge and experience in creating infographics, book ad creatives, banners ads, specializing on Book Covers, Book Interior, Catalogues, Brochures, Logo Designs and other advertising materials. I have always been passionate about working in marketing and advertising agencies that involves creating graphics for global clients in all sorts of fields in both media and print.

I have created online media ad designs for Fashion TV Morocco, book covers for world renowned Authors and other global clients. My education includes a Bachelor in Fine Arts – Major in Advertising with one of the finest Creative Schools in our country, the University of San Carlos. I have received numerous awards in Best Design among other global designers for Fashion TV Morocco and to prestigious book authors.

In addition to my extensive work experience, I have a very strong work ethic, a high level of professionalism, dependability, accountability and a positive attitude. I pride myself in taking initiative and always have the motivation to get the job done, while being adaptable and flexible to any situation. I consistently exhibit a high degree of honesty and integrity along with an individual sense of moral and ethical behavior while always being an enthusiastic team member and mentor.

My background, experience, adaptability and past successes in Creative Graphic Design can help your organization succeed, grow and prosper in the years to come. Thank you for the opportunity to be considered for this position and I look forward to your feedback and next steps.

Sincerely,

Glenn Rico Orat

## ServTech Global Inc-Australia / Sell Lease Properties



<https://www.sellleaseproperty.com.au/>

Senior Graphic Designer

July 2017 – April 2020

ServTech Global Ph Inc is a subsidiary company of an Australian publicly listed business processing outsource company catering to Australian clients on Media and Entertainment, Digital Marketing and Advertising industries among others.

### **Key Achievements:**

Led the marketing team composed of writers, graphic artists and other creative marketing teams to develop advertising strategies, product promotional plans, advertising techniques, sales procedures and execute advertising projects within approved budget and timelines for Australian clients.

Made sound creative design decisions based on standard operating procedure in design related work where potential layout issues may appear early in the process and produced high quality work in the shortest turn-around time possible.

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## **Black Card Book Publishing- Ontario Canada**

<https://www.gerryrobert.com/black-card-books>

Senior Graphic Designer-Book Publication

August 2014 – June 2017

Black Card Books is a revolutionary publishing firm unlike any other. Founded by bestselling author, marketing and sales expert, international speaker, and consultant, Gerry Robert, we combine decades of publishing experience with the latest marketing strategies and a proven system that delivers unrivalled customer satisfaction and success.

Provides all the tools, coaching and mentoring, required to become a published author AND build a business around the book. For 30+ years, Gerry Robert and Black Card Books have published and worked over 2000 authors. Many of whom have been featured in publications such as Wall Street Journal and Time Magazine. Our clients are able to use their book as a marketing tool to create and enhance credibility, improve their exposure and attract new clients.

### **Key Achievements:**

Led the planning, development and production of material in printed or electronic format for clients. Led in creating specialized designs for marketing communications, digital media, corporate identity, publishing or packaging.

Managed client proposals from typesetting through to design, print and production. working with clients, briefing and advising them with regard to design style, format, print production and timescales set by clients to determine their requirements and budget.

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## **Golden Great Value Inc. / Parkmall**

<http://www.parkmallcebu.com/>

Senior Graphic Designer-Marketing and Advertising

June 2012 – July 2014

Golden Great Value Properties Inc is based in the Philippines, with the head office in Cebu City. The enterprise currently operates in the Real Estate and Shopping mall sector. The only pet friendly mall, accredited by the Bureau of Animal Industry.

One of the top boutique shopping malls in the country with specialized customers who want to bring their pets when shopping.

### **Key Achievements:**

Led the advertising, marketing and creative team in identifying advertising collaterals needed for mall events and promotions that can be used in media, online platforms and print ads. Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.

Led the marketing team composed of writers, graphic artists and other creative marketing teams to develop advertising strategies, product promotional plans, advertising techniques, sales procedures and execute advertising projects within approved budget and timelines every week and monthly events and promotions.

Collaborated with mall operations and marketing team in creating marketing strategies to compete with other malls in the city with the allotted budget and time schedule.

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## **Author Solutions/ Xlibris Inc.-USA/NZ/UK/Asia**



<http://www.aspijobs.com/>

Senior Graphic Designer-Book Publication

June 2011 – May 2012

Author Solutions was at the forefront of this pivotal change in the publishing industry and continues to be a global leader in self-publishing. Author Solutions is a world leader in supported self-publishing. Our leading self-publishing imprints — AuthorHouse, iUniverse, Palibrio, Trafford Publishing and Xlibris — have helped nearly 200,000 authors self-publish, promote and bring to market more than 250,000 new titles.

Through strategic alliances with leading trade publishers, Author Solutions is making it possible to develop new literary talent efficiently and provide authors with platforms to bring their books to readers everywhere.

Headquartered in Bloomington, Indiana, Author Solutions' global reach includes imprints developed specifically for authors in Australia, New Zealand, the United Kingdom, Singapore, India and Africa.

### **Key Achievements:**

Designs picture book covers, initial and revision layouts based on set formatting and technical specifications according to customer requirements.

Made sound creative design decisions based on standard operating procedure in design related work where potential layout issues may appear early in the process and produced high quality work in the shortest turn-around time possible.

Ensure the templates that we create are of the highest quality in terms of aesthetics and usability by creating unique concepts for beautiful templates on various themes and topics.

Created book cover design assets such as illustrations and design elements to make the templates shine and outstanding such as fresh design styles and creative directions that suit our book author's needs.

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## Happy Potato Advertising Agency

<https://www.facebook.com/enjoyphil/>

Marketing and Advertising Officer /Creative Services Supervisor

March 2007– May 2011

Super Lucky Happy Potato Corporation founded in 2008 brings an innovative and integrated marketing communications solution aimed at influencing lifestyle brand choices of upwardly mobile and affluent Filipino consumers. The company is a media and advertising group that specializes in forging partnerships with some of the largest and most prestigious brands in the dining, shopping, entertainment and travel industry.

### Key Achievements:

Determine proper advertising medium including direct mail, newspaper ads, online banners and email-marketing initiatives, preparing sample design collaterals used in media and print.

Led the marketing team composed of writers, graphic artists and other creative marketing teams to develop advertising strategies, product promotional plans, advertising techniques, sales procedures and execute advertising projects within approved budget and timelines.

Created visual content to communicate messages and information by applying visual hierarchy and page layout techniques, graphic designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs to optimize the user experience.

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