



Marcio

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Marcio Cabral

Digital Creative Director

2006 Bachelor in Fine Arts, Stephen F Austin, Nacogdoches Texas (3 times on the Deans List) GPA: 4.0/3.8

July 2016 – Present **Creative Manager**

- Managed nine direct reports and conducted one-on-ones weekly
- Started interns program to reduce money spent with overseas agencies, improving communications, design quality, and reduce time spent per job, also reducing cost by 25%
- Led creative development of various global campaigns, worked closely with strategists developing visuals that supported the strategy for greater impact
- Managed and created the brand guidelines, lead designers in the creation of assets: PowerPoint templates, icon library, retargeting banner templates, landing page modules templates
- Built a team of reviewers keeping the brand intact globally
- Directed designers within the US, Europe, and Asia
- Created video strategy increasing product video visibility on social media
- Implemented team internal development: designers learning how to create various types of videos
- Designed two annual reports liaising with experts in the UK
- Introduced original photography into daily workflow, established a state-of-the-art multimedia studio with a working lab bench for the creation of DIY hacker videos and expert interviews

July 2012 – 2015 **Senior Designer**

- Designed 25 murals with relevant designs that speaks to what Newark client is
- Took pictures of 350 employees for id badge
- Liaised with architects of the moving agency on the design of the walls, glass walls, and doors
- Appointed as Team Lead

March 2008 – 2012 **Web Designer Specialist**

- Redesigned global homepage and established look and feel of website
- Created various product configurators and selectors using Macromedia Flash
- Worked on various global projects including Live Edge
- Created internal communications videos for the C-Level executive team

2003 – 2007

Flash animato & Web Designer/Developer

2005 – 2007

Founding Partner
Corvuslab Communications, Houston Texas

1999 – 2002

Art Director / Designer Animator
Blue Group , Nacogdoches, Texas

1998-1999

Web Designer/Graphic Designer
Encore Multimedia, Longview, Texas

1995-1997
Graphic Designer
Studio 2, Recife, PERNAMBUCO, Brazil

GENERAL INFORMATION

Name

Marcio Cabral
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AWARDS AND RECOGNITION

2015 Murals of Chicago Office featured on Chicago Tribune's Blue Sky office tours
Add Electronic awards here

2015 ECIA. Won in five categories including Best in Show

2007 Design Excellence Award for Best Store Display, Decorative Center Houston and Papercity Magazine

2005 Web design mention on acclaimed web design portal moluv.com

OTHER SKILLS

Photography

Specialist on portrait photography
Did various team portraits, ceos, and vps

Professional Photo Retouching

Studied with Julia Kuzmenko Mckim LA celebrity photographer