

# LEO ACERO

## GRAPHIC DESIGNER

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### INTRO

Hello.

I'm a tech obsessed creative director of Studio '90 and graphic designer with over 5 years of experience in the field. I'm based in Orlando, FL & when i'm not designing i'm out enjoying the sun or playing a brand new video game.

As a hardworking and inspired professional, I will never let a creative challenge defeat me right down to the smallest pixel.

### SKILLS

Communication	●●●●●●●●●●
Strategic Planning	●●●●●●●●
Powerpoint	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Indesign	●●●●●●●●
Adobe After Effects	●●●●●●
Sprout Social	●●●●●●
Hubspot	●●●●●●
Social Media	●●●●●●●●●●
Wordpress	●●●●●●
Video Editing	●●●●●●

### Graphic Designer | Feb 2023 - Present (Contract)

Marriott Vacations Worldwide

Responsibilities include rebranding all of Hyatt Residence Club to Hyatt Vacation Club for various products that are not limited to packaging for vacation ownership, hotel door hangars, guides, program sheets, hotel scent vial creatives, vacation forms, letters, etc.

### Lead Graphic Designer | Jan 2021 - Jan 2023

Elevate Aviation Group / Private Jet Services

Responsibilities include developing clear and engaging graphic communications for print and web including logos, specification sheets, promotional items, website and social media graphics, posters, flyers, and other marketing materials as needed in the aviation industry.

### Graphic Designer | Jan 2020 - Dec 2020 (Contract)

Zenwise / Zesty Paws

Responsibilities include designing and developing packaging for various products for two brands as well as preparing quality deliverables to hand-off to printers, creating ad campaigns for multiple sales channels including but not limited to Amazon, Chewy, Walmart, Target and Shopify.

### Promotional Marketing Designer | Dec 2018 - July 2019

Crystal Clear Digital Marketing

Responsibilities include designing, modifying and deploying web-based marketing collateral: email campaigns, ads, banners, slider images, and social media assets using Adobe Creative Cloud, Wordpress and proprietary software. Ensured all digital projects are a strong visual representation for the client's brand.

### Freelancer | 2012 - Present

LA Creative

Responsibilities include developing original solutions with a high visual impact, networking, seeking projects, negotiating fees, developing new ideas, presenting solutions to clients, and ensuring projects are completed in time.

### EDUCATION

#### University of Central Florida

Bachelors Degree in Emerging Media:  
Graphic Design

### REFERENCES

#### Cara Tachibana

The Masiello Group - VP of Marketing  
T: 207.318.9400  
E: Cara\_Mika@maine.rr.com

#### Peter Mooney

PJS - Marketing Content Specialist  
T: 978.609.0869  
E: Peter.Mooney@pjsgroup.com

#### Alex Perry

Multimedia Designer  
T: 321.377.4157  
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#### Nik Martinez

Crystal Clear - Creative Director  
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