



CRAIG BERRY

craig@craigberry.me | 505.203.9137

Creative Director *March 2017 - Present* Esparza Advertising

Lead all aspects of creative within the agency, this includes both client work and internal agency projects. Lead full-time team of art directors and copywriters as well as manage any freelancers or interns. Work closely with senior leadership team to develop new processes internally, review agency performance and foster a positive and productive working environment.

Art Director - Senior Art Director *March 2013 - March 2017* Esparza Advertising

Brought on as Art Director after helping to secure a two million dollar contract. Worked with Executive Creative Director and team of copywriters and art directors to develop and pitch creative to clients big and small. Ultimately promoted to Senior Art Director.

Lead Designer *Sep. 2010 - March 2013* Simply One Stop - Trade Printer

Lead small team of designers at a fast-paced large-format printer and design shop. Assisted owner with management as well as operations and maintenance of print equipment.

Director of Marketing *June 2008 - Jan 2010* Hellion Power Systems

Oversaw all aspects of marketing at a high performance automotive manufacturing company. Duties included web design and maintenance, print and out-of-home advertising as well as grassroots event management and customer service.

AWARDS / ACCOLADES

37 GOLD ADDY AWARDS

5 JUDGE'S CHOICE AWARDS

3 BEST OF SHOW AWARDS

2016 CA DESIGN ANNUAL FEATURE

ADS OF THE WORLD
CAMPAIGN OF THE MONTH

CREATIVE DIRECTOR
ART DIRECTOR
WRITER
MUSICIAN
DAD
TINKERER

