



MANRIQUE TORRUCO

CREATIVE DIRECTOR/ART DIRECTOR

CONTACT

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EDUCATION

Bachelors of Arts,
University of Tampa
Tampa, FL
Major: Graphic Arts
1987 - 1991

SKILLS

Proficient in
Adobe Creative Suite
programs.

Over 20 years
of experience
in advertising
and design.

Expertise in working
with Hispanic and
multicultural markets.

WORK EXPERIENCE

FREELANCER.

2016 - Present /LA, CA

- **CREATIVE DIRECTOR/ART DIRECTOR** Led creative concept development and visual strategies for advertising campaigns, collaborating with cross-functional teams including copywriters and marketing.
- Managed the creative and content production process, overseeing task assignments and project progress.
- Partner with Branding, Digital, and Web teams to develop content that supports brand awareness and brand/product storytelling.
- Worked with Agencies such as, RPA, SENSIS, AXIS AGENCY, ACENTO ADVERTISING, HERBALIFE.
- Clients served: SCE, Metrolink, Springfield, FIORA, FIORA - DISNEY

FREELANCER AND FOUNDER OF MAD DESIGN STUDIO.

2013 -2016 / LA, CA

- Founded and served as **LEAD CREATIVE DIRECTOR/ART DIRECTOR** of MAD DESIGN STUDIOS .
- Designed and supervised production of brochures and materials for CAPA International Education, enhancing brand awareness through targeted communication strategies.

ACENTO ADVERTISING.

2009 - 2012 / LA, CA

- **SENIOR ART DIRECTOR** Responsible of creative development, ideating and executing of brand marketing campaigns.
- Maintained brand integrity across various touchpoints, ensuring cohesive visual identity.
- Managed creative content/direction and production process for TV, digital and print materials.
- Clients served: Wells Fargo, Western Dental, Northgate, SCE,

FREELANCER.

2003- 2009 / LA, CA

- **SENIOR ART DIRECTOR** Overseeing creative content development and production for advertising material across multiple mediums.
- Established strong project management and organizational skills.
- Working with Agencies such as, Acento Advertising, La Agencia de Orci.

LA AGENCIA DE ORCI AND ASSOC.

1995 - 2003 /LA, CA

- **SENIOR ART DIRECTOR** Responsible for visual aspects of advertising campaigns across TV, digital and print media.
- Led brainstorming sessions, conceptualized campaign visions, and supervised creative and content production process.
- Clients served: HONDA, 1-800 Collect en Español, Herdez, Hormel Foods, Bacardi, MCI, Time Warner, Verizon, Washington Mutual, Allstate, United Way, White Memorial Medical Center.

DDB NEEDHAM WORLDWIDE.

1992 -1995 /MX, DF.

- **ART DIRECTOR** Responsible for a high standard of visual execution across all media and campaigns
- Collaborated with copywriters to generate ideas and concepts for advertising campaigns.
- Clients served: McDonald's, Levi Strauss, VW de Mexico, Seagrams, Mobil Oil, Hershey's.

ACHIEVEMENTS

- Received multiple recognitions in design (APEX, Hermes, SIAA) for CAPA International Education 2014 student brochure.
- Aurora Gold Award for TV PSA "Maria" and "Se Habla Español" recognition.
- Mobius Gold Award for Honda Odyssey print ad "Orange Juice".
- Several recognitions in the Image Awards for Verizon.
- AHHA Gold for Honda Interactive Civic Campaign "Thumbprint and Silhouettes".