

Enthusiastic Design Director Seeking to Make an Impact in the
Design and Branding Industry

Dear Hiring Manager,

My name is Steve Alejos, and I am an accomplished branding consultant with my own agency. I will be relocating to the tri-state area in May and am actively seeking opportunities in the New York/New Jersey metropolitan areas. I'm eager to bring my expertise to a dynamic team. With a proven track record of delivering high-quality direction and innovative strategies, I am excited about the prospect of contributing to the success of your esteemed agency.

Over the past 6 years, I have honed my skills and built a wealth of experience in the design, marketing, and branding industry. As a branding consultant, I have collaborated with various agencies on diverse projects, fostering strong connections and learning the value of finding the perfect fit. My ultimate goal is to align my passion for creativity and strategic vision with an agency that shares my commitment to excellence.

Leading and managing teams of talented professionals, including videographers, photographers, web designers, and graphic artists, has been a rewarding experience. Together, we have successfully created compelling brand identities, engaging social media content, and impactful websites, enabling businesses to achieve their objectives through strategic marketing efforts.

Having owned my own agency, I understand the challenges and rewards of entrepreneurship. However, as I embark on a new chapter in my life, I am eager to redirect my energy and skills towards a position where I can contribute my best and make a significant impact in a fresh environment.

My passion for delivering client satisfaction drives me to provide exceptional strategies and execution that elevate brands and drive their success. I believe that my diverse skillset, entrepreneurial background, and unwavering dedication can make me a valuable asset to your esteemed marketing and branding firm.

Thank you for considering my application. I would be thrilled to discuss further how my unique perspective and expertise can benefit your agency's vision and goals. I am eagerly looking forward to the opportunity to contribute my creativity, strategic insights, and collaborative spirit to your talented team.

Sincerely,

Steve Alejos

CONTACT

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EDUCATION

Associates Degree
The Art Institute

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premier
Social Media Management
Mail Chimp
WordPress
Power Point

LANGUAGES

English
Spanish

WORKING EXPERIENCE

ALEJOS BRAND: BRANDING CONSULTANT

Owner
Jun 2017 - Present
Plantation, Florida 33317

- Analyze clients' branding challenges
- Devise effective marketing strategies
- Collaborate with a skilled team to create impactful branding solutions
- Maintain direct communication with clients
- Actively participate in designing branding elements and overseeing web development
- Built diverse portfolios of successful collaborations with over a hundred clients
- Project manage for smooth coordination and timely delivery.

BPI SPORTS: GRAPHIC DESIGNER

Jun 2012 - Jun 2017
4140 SW 30th Ave Fort Lauderdale, FL 33312 United States · On-site

- Specialized in enhancing brand presence
- Created various visual assets, including web ads, magazine ads, product labeling, and apparel designs
- Crafted compelling product descriptions to engage customers
- Managed projects to ensure smooth execution and timely delivery of creative materials

ID PERFUMES INC: LEAD DESIGNER

Aug 2011 - Jun 2012
1250 East Hallandale Beach Boulevard Suite 4 Hallandale, FL 33009
United States · On-site

- Branded perfume launches visually for celebrity line fragrances at Macy's
- Created designs for social media campaigns, blotters, package designs, and promotional items
- Developed page layouts for magazines
- Played a key role in developing creative concepts to enhance brand experience

WORKING EXPERIENCE

BIGIDEA WRAPS INC: LEAD DESIGNER

Jun 2010 - Aug 2011

Hallandale Beach, FL 33009 · On-site

- Designed vehicle wraps, signs, posters, banners and business cards
- Brand identities for several businesses
- Designed landing pages
- Collaborated closely with installers to make sure the measurement and area of graphic was correct to be applied on buildings or billboards
- Managed projects to ensure smooth execution and timely delivery of creative materials

ID & DESIGN INTERNATIONAL: GRAPHIC DESIGNER INTERN

Jan 2010 - Jun 2010

Fort Lauderdale, FL 33301 United States · On-site

- Designed client presentations, utilizing Photoshop to modify and enhance images of buildings and interior renderings.
- Contributed to the conceptualization of logo designs and branding elements for restaurants.
- Collaborated closely with interior designers, directors, and leads
- Assisted in creating visually captivating storyboards through PowerPoint presentations, incorporating 3D-like images that showcased our design vision.