

BRIAN ALBERT

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CREATIVE DIRECTOR

Brand Concept & Development | 360 Campaigns | Video, Digital, Print & Social Media Design | Advertising | Licensing

A decisive and results-oriented creative professional who combines integrated design expertise for many of the world's top consumer brands. Proven leadership and project management experience to leverage and grow brands. Bring a diverse background in all aspects of the creative process while managing project budgets and deadlines. A creative leader with the insight to communicate and delegate effectively while remaining at the forefront of digital innovation, technology, and industry trends. Truly functional design will translate seamlessly across all platforms.

PROFESSIONAL EXPERIENCE

LEADING HOTELS OF THE WORLD, New York, NY

March 2022 - March 2023

Creative Lead

Lead all visual communications, concepts and solutions to grow and leverage the Leading Hotels of the World brand. Developed the brand's creative strategy, and used it to tell stories of individual hotels and the LHW brand across all print and digital touchpoints for consumer, hotelier and B2B audiences. Built an internal Creative Services agency within the broader Marketing Communications team.

- Translated global business and marketing objectives into clear, compelling visual story telling; stunning design that is easy to consume and emotionally engaging.
- Managed creative for multiple 360 brand campaigns across digital, social and e-commerce/paid media platforms. **Storied Travels Await** campaign increased brand awareness .31% and online engagement significantly.
- Oversaw the development of brand creative, ensuring consistent implementation of the visual identity and related brand guidelines for all existing platforms of The Leading Hotels of the World.
- Enhanced and refined the existing brand guidelines to evolve and include the brands rapidly growing, social, video and APP development platforms.
- Supported strategic initiatives and business revenue goals to create, define and oversee all branded photography, video and design assets across print, web, social, on-property, global trade shows and beyond.
- Collaborated on visual identity training and one-one-one consulting for key channels (web, email, digital media and print), with external agencies and internal business stakeholders.
- Managed all external agency creative resources to ensure they were in line with the LHW creative growth strategy.
- Produced all creative for a wide variety of international Hospitality industry trade shows, including: **ILTM Cannes, North America, and APAC, Leading Luxury Summit** and **PURE Life Experiences**.

Independent, Creative Director, New York, NY

2017 - Present

Creative Direction, brand development and product design for a variety of clients including financial institutions, non profits, retail and on-line product development and launch. Oversee creative process from concept through successful project completion, on schedule and within budget. Built and maintained brand architecture and design themes.

- Clients include **Citi, Barclays, Prime Finance, Credigy, Pinehouse Capital, Newton Baby, Solaia, and MetaComet Systems**.
- Brand Strategy & development to create and define durable brand position and style guidelines that stand the test of time across multiple platforms.
- Designed modern, media-neutral creative assets used across multiple platforms: retail, packaging, print and digital.
- Presents and sells creative thinking and design solutions to communication challenges to both internal teams and external clients.
- Created client presentations and pitched creative concepts to both internal and external clients.
- Built new and existing relationships working closely with Branding Agencies, Brand Managers, Product Development and Video/Content producers on all aspects of new product launches for ongoing client creative.
- Implement new creative production structure, traffic procedures, and electronic work flow processes.

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GOOGLE, New York, NY

Creative Consultant

2015 - 2016

Creative Lead, Operations

2013 - 2014

Managed customized creative solutions, for Google's strategic client partnerships. Aligned with sales, marketing and Google Maps teams to co-brand and promote client brands across multiple platforms.

- Created Digital designs across multiple product platforms. Clients included; **YouTube, Verizon, Nextel, Equinox, Citibank, Chase, Capital One Bank, Coca-Cola, and Showtime.**
- Collaborated with **Google Maps** development team to create a stronger brand integration experience, and customization capabilities within the maps program. Incorporated custom maps into multiple digital products.
- Delivered all branded awards for Google/Zagat 30 Under 30 events. This included all digital programs and signage, for multi city events in top markets and social media sites throughout the US.
- Generated and updated all branded Zagat Recognition Award products; an International awards program that featured plaques, certificates, window decals and digital branding.
- Facilitated all branded assets for the Google Guest Chef Series program for international Google offices worldwide.
- Developed quarterly performance reviews on Design and Production teams and made recommendations for learning additional skills and overall career progress.

GOOGLE/ZAGAT, New York, NY

Design Lead

2011 - 2013

Creative Director, Zagat

2006 - 2011

Supervised creative team within the Creative/Production department, including designers, cartographers and production staff. Oversaw implementation of Zagat brand re-design, on multiple platforms, to adhere to the newly created Google brand guidelines. Responsible for all digital guides, advertising and sales support for the brand, both trade and corporate sales divisions.

- Brand Ambassador for all Google/Zagat digital products. Ensured that brand promise, position and identity were consistent through all stakeholder touch points, both external and internal.
- Co-branded digital guides; produced 35 custom content digital/print guides to support Google/Zagat Sales teams quarterly revenue goals with their client's brands.
- Led team, and functioned as creative lead for all custom corporate digital design. Financial, Entertainment, Fashion, Academic, Sports and Media clients include; **HBO, CBS, Disney, Citi, NFL, Visa, Chase** and many others.
- Led Zagat Brand digital re-design across multiple platforms. Updated all designs and re-branded to adhere to newly created Google/Zagat brand guidelines: Consistency of branding, quality of design and overall user experience.
- Created all Google branded advertisements, sales and marketing materials, signage and digital assets for the Google/Zagat Sales team. Including **London 2012 Olympics, Republican** and **Democratic National Conventions.**
- Drove concept through completion for multi-year, national OOH, digital transit advertising campaigns.

ADDITIONAL EXPERIENCE

DALMATIAN PRESS (A division of Anderson Merchandisers), New York, NY

Creative Director

Managed all creative for Warner Brothers licensed product, including books, select plush and games. Supervised entire creative team and select packagers. Published over 75 titles, totalling over \$10 million in sales, a 15% increase over the previous year.

BANTAM DELL PUBLISHING GROUP (A division of Random House Inc.), New York, NY

Design Director, Contract

Conceptualized and designed high profile advertising for best-selling authors, and movie tie-in novels. Promotions included advertisements, direct mail, POP and sales/media kits. Partnered with Lucasfilm, Columbia Pictures and Dreamworks SKG on design and licensed creative.

EDUCATION

Fashion Institute of Technology, State University of New York, Bachelor of Fine Arts in Advertising Design