



## PROFILE

Award-winning creative director with more than a decade of experience in multinational advertising agencies, with proven track record on brand building and integrated marketing communications for top global brands

## AWARDS

**WHY NOT, COCONUT?**  
Nesfruta Buko, Nestlé Philippines

Top 10 Ads 2017  
Youtube Ads Leaderboard

**RANK 38, CREATIVE RANKING**  
Top Art Directors 2013  
Creative Guild of the Philippines

**AIDS DEFYING**  
Preview Magazine, Summit Media

SILVER Design-Editorial  
Kidlat 2012

BRONZE Print Campaign  
Kidlat 2012

BRONZE Print Campaign  
Tinta Awards 2013

BRONZE Single Print Ad  
Tinta Awards 2013

**GECKO**  
Bench Fix, Suyen Corporation

BEST DESIGN Poster  
ADobo Design Awards 2013

SILVER Best in Illustration  
Tinta Awards 2013

BRONZE Single Print  
Tinta Awards 2013

FINALIST Print and Craft  
Kidlat 2013

FINALIST Print Single  
Kidlat 2013

FINALIST Outdoor Poster  
Kidlat 2013

**FIX SERIES**  
Bench Fix, Suyen Corporation

FINALIST, Print Campaign  
Kidlat 201

FINALIST, Outdoor: Posters  
Campaign, Kidlat 2013

## CONTACT

+639178446572

rcbanares.com

contact@rcbanares.com

linkedin.com/in/rcbanares

## REFERENCES

Available upon request

## SUMMARY

- Ranked 38th, Creative Ranking Top Art Directors of 2013, Creative Guild of the Philippines
- 13 years of experience in Advertising and Marketing Communications
- 8 years of People Management experience and Performance Management
- 10 years of teaching experience as Lecturer in St. Benilde School of Design and Arts

## WORK EXPERIENCE

- 2020 - Present** ● **HEAD OF DESIGN**  
Global University Systems
- Leads all creative and marketing communication efforts across all media platforms from ideation to implementation for universities and business schools across the world
- Ensures high quality output through effective mentorship and efficient delegation of workload
- Takes part in Marketing Plan and Creative Strategy sessions which include target consumer profiling, product launches, and other on-ground activities
- 2009 - Present** ● **SENIOR LECTURER**  
DLS-CSB School of Design and Arts
- Teaches subjects in advertising, computer graphics, design elements and principles, color theory and arts and design history under the Design Foundation and Multimedia Arts Program
- 2018 - 2019** ● **CREATIVE DIRECTOR**  
Gohan Concepts
- Established and organized creative team structure and processes
- Responsible for the overall creative direction and strategy for all projects
- Been well-versed with the principle of Inbound Marketing and applied this thinking across all creative projects
- Accounts: Snippetmedia, Pretty Huge Obstacles, City of Pearl, Epoch, Common Ground, First Circle
- 2012 - 2018** ● **SENIOR ART DIRECTOR**  
Publicis Groupe
- Conceptualization and art direction of advertising materials for various media including Digital, Print, TV, etc.
- Led the winning pitch team that acquired new businesses for the company
- Hand-picked to represent the agency in the young creatives competition for Kidlat Awards in 2012
- Accounts: Lactacyd, Nesfruta, Bear Brand, Cherry Mobile, Nescafe, Nestle Ice Cream, Nesvita Cereal Milk drink, Nestle Fresh Dairy, Preview Magazine
- 2010 - 2012** ● **ART DIRECTOR**  
TBWA\ Santiago Mangada Puno
- Ranked 38th, Creative Ranking Top Art Directors of 2013, Creative Guild of the Philippines
- Won multiple awards for Summit Media and Bench fix
- Conceptualization and art direction for Bench Fix, Champion detergent, KFC, Ayala Land, Alpine, Kremtop, Bioflu, Charmee, Cinemania International film festival foundation

## EDUCATION

- 2020 - Present** ● **MASTER IN INTERNATIONAL BUSINESS**  
De La Salle - College of Saint Benilde, Manila
- 2002 - 2007** ● **BACHELOR OF FINE ARTS**  
**Major in Visual Communication**  
University of the Philippines, Diliman Quezon City