

I WRITE • I DESIGN • I CONCEPT

IIIARCUS LIWAG

CREATIVE DIRECTOR

EXPERIENCE

IRIS WORLDWIDE

APRIL 2008 TO PRESENT

Associate Creative Director *2015 to 2018*

- Led and supported pitch wins across a wide range of brand categories including CPG, Liquor, Energy Drinks, and Electronics.
- Brand lead for multiple brands with a focus on social campaigns, experiential activations, CRM programs, and brand launches.
- Managed and mentored creatives in my team and across departments to help develop their potential.
- Worked directly with clients from brief to campaign launch on multiple projects.
- Worked directly with account and production teams to help develop processes and establish best practices.

Senior Creative *2014 to 2015*

Creative *2010 to 2014*

Junior Creative *2008 to 2010*

EDUCATION

MIAMI AD SCHOOL, ART DIRECTION

OCTOBER 2006 TO SEPTEMBER 2008

South Beach, Hamburg, and San Francisco campuses

UNIVERSITY OF SOUTH FLORIDA, BA IN MASS COMMUNICATIONS

AUGUST 2002 TO JULY 2006

Honors:

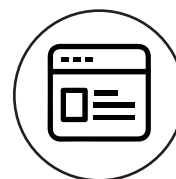
- Bright Futures Scholar
- NSAC Creative Lead
- Honors College Cum Laude

AWARDS

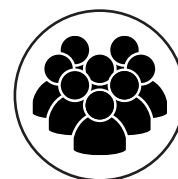
- 2017 Cheil Altitude Awards - Best Marketing Communications
- 2017 EEC - Best Use of Humor, Personality, Content or Brand
- 2016 OMMA Award - Best Email Campaign 2016
- 2016 Super Clio
- 2016 Bronze Clio
- 2016 Cannes Lions Shortlist
- 2016 One Show Merit
- 2008 One Show Merit
- 2008 National Gold ADDY

SKILLS & STUFF

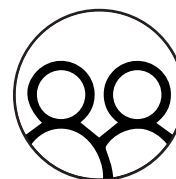
I love to write. I love to design. I love to think and come up with big ideas. And I love to get my hands dirty and make my ideas happen. At the heart of it all, I love to solve problems.



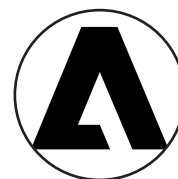
CONTENT



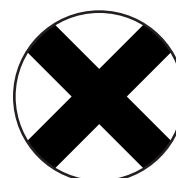
EXPERIENTIAL



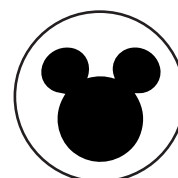
SOCIAL



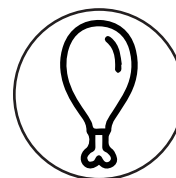
ADOBE



MARVEL



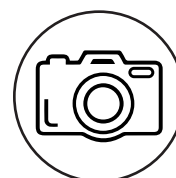
DISNEY



FRIED CHICKEN



BURGERS



PHOTOGRAPHY



DOGS