

Alejandro Carlos Santandrea

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OVERVIEW

I am creative professional with 15 years of interactive advertising and marketing experience, eight as a manager of designers and developers. In my current role, I art direct interactive ad campaigns for Fortune 500 companies appearing on some of the Internet's most popular sites. Over the last four years, these campaigns have received 34 awards including: AdAge, IAC, IAB Mixx and Min's Best of the Web. Recent work includes, first to market HTML5 ads appearing in Condé Nast's iPad editions.

EXPERIENCE

2007-Present

Creative Director

Condé Nast Media Group, Digital Studio - New York, NY

Manage the design group in an internal digital agency producing advertising campaigns appearing on Condé Nast's sites, apps and iPad editions, including Wired and Vogue. Responsible for presenting ad concepts to clients and overseeing campaigns once sold to ensure their success. Clients include, but not limited to: American Express, Barney's, Chevy, Estée Lauder, Frito-Lay, Johnson&Johnson, Kraft, L'Oreal, Macy's, Mercedes-Benz, Microsoft, P&G, Samsung, Tod's, Toyota. Promoted to Creative Director in 2010 and received employer awards for 2010 Innovator of the Year and 2009 Marketer of the Year.

2006-2007

Art Director

AOL Inc., Programming and Experience Design Group - New York, NY

Senior member of design team responsible for the interface and visual design of all AOL editorial properties, including: BlackVoices, MovieFone, Food, Body and Coaches. Defined styles and created engaging user experiences, focusing on SEO and Web 2.0 technologies. Produced client integrations for: Bailey's, Chevy, GMC, Target, Vaseline, and Walmart. Managed designers and mentored interns.

2003-2006

Associate Art Director

Community Connect Inc., Client Solutions Group - New York, NY

Lead design group for an internal advertising and marketing team for the leading ethnic social networking websites BlackPlanet.com, AsianAvenue.com and MiGente.com. Art directed interactive ad campaigns and sales products for clients, including: AstraZeneca, Bacardi, BMG, Fanta, Heineken, General Motors, McDonald's, New Balance, P&G, Rémy Martin, Showtime, State Farm, Vibe Magazine, Volvo. Responsible for the 2006 relaunch marketing campaign, including multi-day photo shoots. Promoted to Associate Art Director in 2005 and won employee of the year in 2004 and 2005.

2001-2003

Art Director/Founder

Solidquality Inc., a boutique design firm - New York, NY

Produced and designed branding projects for clients, including: 4XL: A Kevin Garnett Foundation, Artnet.com, Blue Ridge Foundation NY, Callaway Golf, Habitat for Humanity, JP Morgan Chase, Latina Magazine. Managed studio including client pitches, vendor relations and accounting.

1999-2001

Senior Designer

Listen.com, Marketing and Product Development - San Francisco, CA

Senior member of design team responsible for both online and offline marketing materials, in addition to the interface design for a digital music directory and subscription service, later known as Rhapsody. Collaborated with strategists on functionality and usability of website. Mentored and art directed junior staff. Promoted to Senior Designer in 2000.

1997-1999

Promotions Designer

Latina Magazine - New York, NY

Founded, designed and managed online version of leading U.S. Hispanic woman's magazine. Increased monthly site traffic to over 30,000 uniques and 150,000 pages views. Designed marketing materials and assisted editorial production of the magazine. Promoted to Promotions Designer in 1998.

CONTINUING EDUCATION

1997-2005

School of Visual Arts (School of Continuing Education, New York, NY)

Courses in: Graphic Design, Typography, Flash and Traditional Animation.

1999

New York University (School of Continuing Education, New York, NY)

Certificate in Multimedia for the WWW.

BACHELORS DEGREE

1993-1997

Wesleyan University (Middletown, CT)

Bachelor of the Arts with Honors, Double Major: Studio Art (Honors Thesis) and Religion.

ADDITIONAL DATA

AIGA Member. First Things First signatory. International Travel. Contributor to NYCType.com.