

RON VILLACARILLO | CREATIVE DIRECTOR

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Ron is an accomplished creative director, art director, and designer who brings over two decades of experience. He has worked with a diverse range of clients, from Fortune 100 companies to non-profit organizations, across industries such as lifestyle, sports, retail, food and beverage, fashion, entertainment, behavioral change, and technology. Ron has collaborated with top agencies across the country, developing integrated campaigns, branding strategies, and designs while prioritizing a collaborative and humble approach in his projects.

FREELANCE CREATIVE DIRECTOR / ART DIRECTOR

2023 to Present

- Independent contractor collaborating with various agencies, companies, and organizations as a brand consultant and freelance creative director, art director and designer. Responsibilities encompass creative direction, concept development, art direction and design.

ADJUNCT PROFESSOR

VCU Brandcenter / Virginia Commonwealth University / Richmond, VA

2023 to Present

- Teaching and mentoring 2nd-year graduate students in Creative Fusion, a class dedicated to crafting integrated brand campaigns that connect strategy and creativity.

EXECUTIVE CREATIVE DIRECTOR

Yebo / Richmond, VA

2017 to 2023

- Member of company leadership team, responsible for managing a cross-functional team of art directors, designers, copywriters and content creators.
- Executive partner, developing and executing creative strategies that align with clients' business objectives, ensuring brand consistency.
- Developed and nurtured creative talent, creating a culture of innovation and collaboration.
- Fostered and maintained client relationships, acting as the primary creative liaison to ensure client satisfaction, long-term partnerships, and growth of accounts.

Clients: Virginia Lottery, Honda, SPCA, Conklin Auto Group, SweetFrog, Virginia Foundation For Healthy Youth, Cato Fashions, Reservoir Distillery, Courthouse Creek Cider, Department of Justice, SwigLife, Bassett Furniture, VCU Cancer Champs, Shood, Sports Backers

CREATIVE DIRECTOR

Red Tettemer O'Connell + Partners / Los Angeles, CA
2015 to 2017

- Led creative teams, designers and copywriters while working with senior partners to develop integrated brand campaigns in broadcast, print, digital and social media.
- Establishment and management of the new West Coast office while fostering collaboration with teams in the Philadelphia office, facilitating effective communication and alignment of goals and strategies.
- Encourage the sharing of best practices and ideas between teams to maximize efficiency and productivity.

Clients: *Morningstar Farms, Reyka Vodka, Dockers, Flor De Caña Rum, Century 21*

FREELANCE CREATIVE DIRECTOR / ART DIRECTOR

2014 - 2015

Partnered with senior and executive level talent and leadership to develop integrated brand campaigns and pitch-winning concepts that align with the client's objectives.

TBWA/Chiat/Day (New York) Clients: *Thomson Reuters, Accenture, Hello products*

m:united, McCann (New York) Clients: *Microsoft smart phones, Microsoft tablets*

The Martin Agency (Richmond) *Simple Mobile* | **Cossette** (Chicago) *McDonald's*

Momentum Worldwide (Chicago) *Heinz* | **Grey Group** (New York) *Gillette*

CREATIVE DIRECTOR

DDB Worldwide / Chicago, IL
2013 to 2014

Responsible for creating and managing integrated campaigns for Capital One Bank and Capital One Credit Cards. Worked in a collaborative environment with designers, copywriters and developers to lead conceptual development of broadcast, print and digital content. | Clients: *Capital One*

ASSOCIATE CREATIVE DIRECTOR

Saatchi & Saatchi / New York, NY
2012 to 2013

Responsible for managing creative teams and developing integrated brand campaigns with an ACD partner. Worked in a collaborative environment with executive creative and strategic leaders.

Clients: *MillerCoors (Miller Lite, Keystone Light), General Mills (Fruit Snacks, Cheerios), Tide*

SENIOR ART DIRECTOR

The Martin Agency / Richmond, VA
2007 to 2012

Partnered with senior copywriters, designers and developers to create and produce integrated brand campaigns. Worked in a collaborative environment with executive creative and strategic leaders.

Clients: *USTA, Walmart, ESPN, Pizza Hut, GEICO, BFGoodrich, UPS, Microsoft, Hanes, Morgan Stanley*

SENIOR ART DIRECTOR

Secret Weapon Marketing / Santa Monica, CA
2004 to 2007

Partnered with a senior copywriter to create and produce integrated brand campaigns. Worked in a collaborative environment with executive creative and strategic leaders.

Clients: *Jack in the Box, IKEA, Activision, Honda*

ART DIRECTOR

Vitro / San Diego, CA
2002 to 2004

Partnered with copywriters and designers to create and produce integrated brand campaigns. Worked in a collaborative environment with executive creative and strategic leaders.

Clients: *Baskin Robbins, Asics, Yamaha Watercrafts, Shimano, Ketel One Vodka, Cobra Golf*

FREELANCE ART DIRECTOR

Crispin Porter + Bogusky / Venice, CA
2002 to 2002

Partnered with a copywriter to deliver creative concepts for broadcast and print.

Clients: *Bacardi, The Living Network*

EDUCATION

Master of Science, Advertising

Virginia Commonwealth University, VCU Brandcenter 2001

Bachelor of Fine Art, Graphic Design

Old Dominion University 1997