

Tony Perez

Creative, Associate Creative Director (ACD),
Art Director, Experiential Event Marketer

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EXPERIENCE

MERGE, Chicago, IL — *Associate Creative Director*

Feb. 2024 - PRESENT

Concept, create, direct and develop marketing campaigns for life science and pharmaceutical brands through digital, print and social media channels.

Beam Suntory, Chicago, IL — *Associate Creative Director*

Apr. 2018 - Dec. 2023

Lead and assist creative direction for national and global creative campaigns for beverage spirits brands through print, digital, social, video, packaging and experiential events. Supervise, mentor and manage a creative team of copywriters, designers and procurement agents.

Geometry Global, Chicago, IL — *Senior Art Director*

Oct. 2014 - Apr. 2018

Started role as an Art Director, then went on to lead concept, creation and development of visual communication for consumer brands (CPG) marketing campaigns through shopper and event marketing platforms.

Legacy Marketing Partners, Chicago, IL — *Art Director*

Feb. 2010 - Oct. 2014

Began role as an Account Executive booking and managing budgets and clients, switching to Creative Department. Concept, create and direct visual communication for event marketing brand experiences. Event set design, print, digital, social and branded giveaway design.

EDUCATION

International Academy of Design and Technology, Chicago, IL

Sept. 2008 - May 2012

Bachelors Degree of the Fine Arts in Visual Communication and Graphic Design

SKILLS

Creative strategy and conceptualization

Art direction and visual storytelling

Brand identity

Strategic brand development

Integrated campaign management

Data-driven decision making

Creative leadership and mentorship

Adobe creative suite

AI-augmented workflow

Emotional Intelligence

AWARDS

2016 Golden Goat Award

Geometry Global recognition

2013 Idea Machine Award

First annual Legacy awards

2013 Event Technology Silver

Best event microsite: Absolut Stuga

2011 Promo Magazine Pro

Award Best Multi-discipline:
Yahoo! Ask America

2010 PMA Reggie Award Local,

regional marketing: L'Oreal Color Space