

Alex Beker

Advertising
United States

View the full portfolio at <http://www.thecreativefinder.com/alexbeker>

Professional Experience and Curriculum Vitae

I'm a Graphic Designer, Sr. Art Director & Photographer. Born in Argentina, lived in Toronto, Canada from 2000 until 2011 and now my new home is in Miami. I have 15 years of experience in the advertising industry. Also my photo project Things I Saw Today (www.thingsisawtoday.com) is currently being exhibited at Toronto's Pearson International Airport. (Dec 2011-May 2012)

Previous Clientele

Toyota, Mazda, Ford, Unicef, MADD, Alberta Cancer Board, Duracell, Walmart, Unilever, P&G, Tylenol, Canada Dry, Scotiabank.

Awards and Accolades

STRENGTHS

- Creative who understand business and client perspectives
- Ability to develop effective communication and advertising campaigns for diverse clients, from multinational companies to charities and non-for-profit organizations
- Skilled brand builder from concept stage to final implementation for print, TV, web, radio, direct marketing and promotional pieces
- Strong capacity to deal and negotiate with suppliers, production companies, printers, photographers and illustrators to obtain the best and most efficient results for the client
- Fully bilingual English-Spanish
- Proficient in Photoshop, Acrobat, Illustrator, InDesign, QuarkXpress, Microsoft Word

ACCOMPLISHMENTS

- Worked in three different countries (Canada, US and Argentina) with equal effectiveness
- Successfully developed fully integrated campaigns for clients such as Alberta Cancer Board, Toyota and Tylenol.
- Also created corporate identity, collateral design and additional materials to raise money for Temple Sinai Toronto
- Obtained numerous awards at national and international advertising competitions, including Cannes, Clio, One Show, Marketing Magazine and New York Festivals

WORK EXPERIENCE ?

2005 - 2011? Senior Art Director & Graphic Designer (Freelance)

JWT, Toronto Mott's Clamato, Listerine, Polysporin, Mazda, Walmart, Tim Hortons
Young & Rubicam, Toronto

Ford Motor Company of Canada

Bensimon Byrne, Toronto Scotiabank, Ontario Science Centre, President's Choice
Manifest Communications, Toronto Alberta Cancer Board, Ontario Medical Association,
Stem Cell Research Foundation, Memorial University, St. Elizabeth Health Care,
Foresters

Juniper Park, Toronto Frito Lay, SunChips

Ogilvy & Mather, Toronto Kraft Canada

Temple Sinai of Toronto Brand Identity / Collateral Design

Dentsu, Toronto

Toyota

WORK EXPERIENCE (continued)

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