



 954.470.1054

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 carlos-creative.neocities.org

Skills

Adobe Creative Suite:
Photoshop, Illustrator,
InDesign, Audition, Premiere,
and After Effects

Generative AI Workflows

Video Editing & Motion Graphics

Brand Strategy & Identity Design

UI/UX Strategy

Team Leadership

Digital Marketing

Podcast Production

Education

Art Institute of Fort Lauderdale

Bachelor of Science
Graphic Design

Broward College

Associate of Science
Marketing

Carlos Llanos

Creative Marketing Leader | Brand Strategist | Versatile Designer

Professional Summary

Creative Leader and Brand Strategist with 17 years of experience bridging the gap between high-level corporate vision and hands-on multimedia execution. Proven track record of leading cross-functional teams, executing comprehensive brand overhauls, and driving digital marketing success across video, web, and print channels.

Professional Experience

Creative Marketing Manager

Biorasi LLC – Miami, FL | 2016 – 2026

- Directed a comprehensive 2024 visual identity update and executed a ground-up rebuild of the corporate website to perfectly align with the company's new strategic direction.
- Spearheaded the transition of the corporate podcast from an audio-only format into a full-scale, multi-camera video presentation, driving increased market presence and audience engagement.
- Streamlined creative operations by establishing standardized creative brief templates to formalize project intake, while actively integrating generative AI tools into the creative workflow to accelerate production.

Art Director

Herman Advertising – Fort Lauderdale, FL | 2011 – 2016

- Managed a team of designers and oversaw simultaneous multi-channel campaigns from concept through delivery.
- Developed and maintained creative standards, ensuring high-quality output across print, digital, and social media.
- Enhanced departmental workflow, improving turnaround times by 30% without compromising quality or creative integrity.

Senior Graphic Designer

Full Spectrum Media – Fort Lauderdale, FL | 2009 – 2011

- Contributed to front-end web development projects and maintained direct communication with clients and vendors.
- Recognized for consistently delivering work that exceeded client expectations under tight deadlines.