

# ERIC ALMENDRAL

Creative Director, Art Director, Designer

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## PROFILE

Creative Director who leads brand design, art direction, and visual storytelling across digital, print, and experiential media. Expertise in collaborating with diverse brands and industries to craft business-driven creative. Broad background spans editorial, including magazines and weeklies, entertainment and music marketing, and higher education, enabling a unique ability to bridge content, culture, and commerce.

Skilled in shaping and elevating brands, leading integrated marketing and ad campaigns, and directing creative and production teams from concept through execution. Adept at balancing visionary strategy with hands-on delivery, producing sophisticated layouts, dynamic multimedia, and cohesive narratives that drive measurable impact. Experienced in managing budgets and mentoring creative talent.

## EXPERIENCE

### AMDA College of the Performing Arts

**Creative Director** (2010 – 11.2024)

Oversaw launch and expansion of a newly established marketing role, orchestrating creative and promotional initiatives across print, digital, social, and live experiences. Directed cross-disciplinary team in crafting integrated campaigns, publications, and communications that elevated institutional visibility and engagement. Guided conception, design, and execution of advertising, branding, publications, environmental graphics, signage, merchandise, and event displays, ensuring consistent brand expression across every platform. Drove full spectrum of marketing communications, from strategic planning through production.

- Delivered a comprehensive, strategic brand refresh, with new guidelines, colors, website, videos, and outreach events, boosting digital engagement and expanding event participation.
- Optimized advertising, digital marketing, social media presence and engagement across all channels, directly contributing to stronger attendance at open houses and student events.
- Conceptualized the You Belong Here branding campaign showcasing diverse creators, strengthening the school's reputation during curriculum growth and industry expansion.
- Implemented video-audition marketing during the pandemic using postcards, email, direct mail, digital ads, and social channels, ensuring strong applicant pipelines.
- Standardized the first comprehensive institutional course catalog in collaboration with Education, creating consistent language and design for academic programs and offerings.
- Founded and produced the school's magazine, sharing faculty and alumni stories, including high-profile entertainment features, while broadening community and donor engagement.
- Directly contributed to 10–15% annual enrollment increases during an industry downturn, defying national trends through innovative campaigns.

### Metromix Los Angeles (Tribune/Los Angeles Times)

**Art Director** (2007 – 2008)

Recruited by LA Times to architect and launch a new weekly publication, shaping visual identity, editorial structure, and content strategy from inception. Partnered with editors to design sections, departments, and features tailored to target demographics, ensuring resonance and reach. Directed all editorial art direction, translating concepts into layouts across print and digital platforms. Delivered creative solutions under constrained resources, maximizing limited budgets.

- Development and ground-up design of new weekly publication.
- Editorial art direction of weekly publication.

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## Filter Creative Group

### Art Director: Filter Magazine, Filter MMM (2005 – 2007)

Hired as Art Director for Filter Magazine before expanding into marketing creative for this full-service agency serving global music, film, fashion, lifestyle, and automotive brands. Directed concept development and execution of integrated campaigns, publications, and promotions for clients including Honda, Toyota, Nike, Bloomingdale's, MTV, and top record labels. Balanced high-volume production with innovation, uniting art direction and marketing strategy to deliver culturally relevant campaigns across print, retail, and experiential platforms.

- Art directed Filter and Filter Mini, music and lifestyle magazines with international retail distribution.
- Delivered Urban Outfitters CD sampler campaign with bi-monthly creative rotations, posters, and in-store displays in partnership with leading record labels.
- Conceived and designed South Park marketing for Comedy Central, with collectible Star Wars-style cards, parody game cards, and themed collateral tied to episodes.

## New Times, Inc.

### Art Director, New Times Los Angeles (2000 – 2002)

Directed the visual identity and overall creative execution of a major alternative newsweekly, guiding editorial design and brand presentation across multiple channels. Shaped cover and feature layouts, commissioned and refined photography and illustration, and ensured aesthetic cohesion throughout each issue. Supervised designers staff and photographers while administering budgets and allocating resources to balance artistic goals with operational efficiency. Established style standards that strengthened the publication's voice, and developed promotional campaigns, marketing collateral, and editorial projects broadening reach and reinforcing brand positioning.

### Web Producer (2000)

Led design and production for a portfolio of content-rich websites serving a national chain of alternative newsweeklies, including Los Angeles, San Francisco, East Bay, and Cleveland editions. Directed visual strategy and user experience for digital platforms while managing the development of special sections. Ensured cohesive branding, intuitive navigation, and high-quality execution that supported editorial goals and audience engagement.

## EDUCATION

Bachelors Degree, University of Texas at Arlington

## SKILLS

### Hard Skills

- |                                 |                           |                       |
|---------------------------------|---------------------------|-----------------------|
| • Creative Strategy & Direction | • Content Creation        | • Print Production    |
| • Brand Strategy & Design       | • Generative AI           | • Social Media        |
| • Brand Management              | • Marketing & Advertising | • Concept Development |
| • Art Direction                 | • Graphic Design          | • Project Leadership  |
| • Campaign Development          | • Typography              | • Vendor Engagement   |
| • Editorial Design & Production | • Illustration            | • Asset Acquisition   |
| • Visual Storytelling           | • Photo Direction         |                       |

### Technical Skills

- Adobe Creative: Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Bridge, Camera Raw, mobile apps
- Figma
- Adobe Firefly and other generative AI applications
- Project management and collaboration platforms
- Topaz Photo AI and Gigapixel
- Digital asset management
- Google Suite, Microsoft Office

## CERTIFICATIONS

Adobe Community Expert