



Jacinto Salcedo Creative Director

ONLINE PORTFOLIO:

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SUMMARY OF QUALIFICATIONS

Award-winning Creative Director with collaborative leadership style. Proficient in managing multidisciplinary design teams across various disciplines including graphic design, web design, UX/UI, interior design, and more. Extensive experience in branding, advertising, marketing, packaging, publishing, and web design for diverse industries.

VISION

As a creative person, I draw inspiration from diverse cultural sources including music, dancing, writing, photography, cooking, and pop culture. I dedicate my free time to film, painting, dance classes, and music lessons. Constantly creating, creativity fuels my life. As an experienced creative leader, I empower teams to flourish while maintaining brand consistency and creative strategy. I am a collaborative manager, achieving powerful results together.

WORK EXPERIENCE

CREATIVE DIRECTOR | [StateView Homes, In-House Marketing Department](#)

Woodbridge, ON | JAN 2022 - MAY 2023

- Established the marketing department, bringing all marketing and advertising operations in-house, resulting in a 50% cost reduction.
- Consolidated the corporate brand with branding guidelines, ensuring consistency across all marketing materials. Launched three full new campaigns.
- Conceptualized, designed, and executed eight new home projects.
- Designed, conceptualized, and launched the seasonal lifestyle magazine, "Inspired."
- Led new initiatives, including managing the interior design of the Inspiration Gallery.

PRESIDENT / CREATIVE DIRECTOR | [Jacinto Salcedo Branding & Marketing](#)

Toronto, ON | SEP 2019 - DEC 2021

- Managed all marketing needs of Kingsmen Group Inc. during the pandemic, streamlining marketing campaigns and collaborating with sales teams to nurture the registration database. Designed and produced two new presentation centers with interactive touch screens.
- Launched three new home projects, achieving 736 homes sold in seven months, with a sales volume of \$437 million (Ranked third in Ontario for homes sold, certified by Trimart Corporation 2020 New Homes Sales Report).
- Rebranded the US division of Craft Development Corporation as Apid Homes.
- Rebranded the entire line of products for Sabana Latin Cheeses.

CREATIVE DIRECTOR | Madhouse Advertising Inc.

Toronto, ON | APR 2016 - MAY 2019

- Established Madhouse as a boutique creative agency, raising the quality of clients and doubling the quantity of new home projects launched yearly.
- Introduced a new creative flow and working culture.
- Implemented new business services, including touchscreens, video production, in-house web development, and customer-centric focused experiences.
- Achieved a 100% approval rate for creative presentations.

ADDITIONAL EXPERIENCE

2013-2016 VP OF CREATIVE SERVICES BAM Builder Advertising and Marketing Inc. Toronto, ON.

2010-2013 CREATIVE DIRECTOR BAM Builder Advertising and Marketing Inc. Toronto, ON.

2008-2010 SENIOR GRAPHIC DESIGNER Chill Media Inc. Oakville, ON.

2000-2007 CREATIVE DIRECTOR / PARTNER Iter Consultores. Caracas, Venezuela

1998-2000 DESIGN MANAGER El Universal Newspaper. Caracas, Venezuela

EDUCATION

1991 BA Visual Communication. ProDiseño, Caracas, Venezuela.
4 Year College Degree with a Mayor in Graphic Design.

RECENT TRAINING

2017 UX Design. Bitmaker (Now General Assembly), Toronto
10-week User Experience Certificate. UX design process, from user research and content strategy to wireframing, prototyping, and usability testing.

2013 Fundamentals of Project Management University of Toronto, School of Continuing Studies.
12-week. Introduction to project management process and principles.

AWARDS

- Best Brochure - Low Rise. BILD Awards Elia / StateView Homes 2023
- Best Show Room. Odyssey by Rosehaven Homes. NHBA Awards 2019.
- Best Printed Ad. Odyssey by Rosehaven Homes. NHBA Awards 2019.
- Best email campaign. National Home Building Association, Las Vegas. Silver Medal 2019.
- Best email Campaign, Sean, Bild (GTA Home Building Association) Awards 2015
- Best Logo, Treetops. Ontario Home Building Association, 2014
- Best Marketing Campaign, Pathways. Canada Home Building Association, 2013
- Best Art Book, Carteles MBA. Ministry of Culture, Venezuela, 2005

SKILLS

Leadership, Management, Team building, Facilitation, Mentoring, Problem-Solving, Adaptability, Critical Thinking, Decision-Making, Project Management, Time Management. Expert knowledge of the Adobe Creative Suite. Proficient in Microsoft Office Suite, Google App Suite, and Canva, intermediate knowledge of HTML/CSS, UX/UI, wireframing, CMS.

LANGUAGES

English / Spanish

ONLINE PRESENCE

