

drewerik

C R E A T I V E D E V E L O P M E N T

PROFILE

Passionate Creative Director / Graphic Artist with 12+ years of international design experience. Fluent in Italian language, skilled at communicating and developing relationships within the design community. Innovative and deadline-driven, proficient in Adobe software, 3D Modeling & Animation, Product Development & Packaging, Apparel & Merchandising, and Video/Photography.

CONTACT

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Facebook/drewerik



Instagram/drewerik



Youtube/drewerik



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EDUCATION

MASTER / DEGREE

Florence Design Academy
Graphic Design

MASTER / DEGREE

Florence Design Academy
3D Animation

UNDER / GRADUATE

Keiser University
Computer Science

ACHIEVEMENTS

AWARD WINNING: TIMEOUT MAGAZINE

#1 Selling European Tourist Handbook

Advertising campaign for Award Winning International Publication "Timeout Magazine", focusing on several local Florence restaurants and cafe's, bringing addition revenue and tourist attraction to the local hot spots inside the historical city center. These magazine's are published throughout Europe for major cities including: London, Amsterdam, Venice, Rome, Berlin, etc

OPERA / THEATRE: DESIGN & MARKETING

Florence, Italy - Budapest, Hungary

Marketing & Branding campaign using a planned sequence of activities which promoted individuals and their products to the public. Publicity and website operations for opera sensation: Erika Miklosa (Budapest, Hungary); as well as stunning Italian Opera Singer: Valeria Ferri (Florence, Italy). Promotional art including Brochures, Flyers, Posters, Event Programs, Newspaper Advertising and Online Marketing.

UFC LIVE EVENT: PHOTOGRAPHER

König Pilsener Arena in Oberhausen, Germany

Sporting Event Photography cageside for UFC live events in Oberhausen, Germany. Capturing media press week and athlete obligations leading into the main event weekend, including press conference, open-workout, and individual athlete interviews with local and international media news outlets. Behind the scenes photography for athletes, documenting their lead up into the live event date.

MAGAZINE & NEWSPAPER: ADVERTISING

International Print Publications

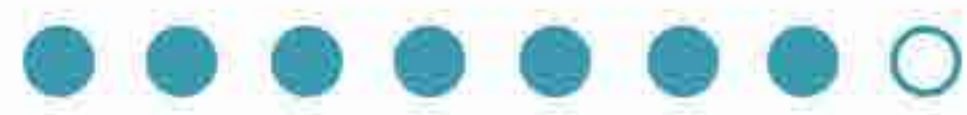
Print advertising in highly regarded local and international publications throughout Italy and Europe. This work focused on the efforts from several companies using promotional material for sales / informative purposes, and events. GustaRufina (Tuscany, Italy) a highly decorated Italian wine exporter/importer highlighted local activities in the Tuscany province, using 11 national newspaper outlets.

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C R E A T I V E D E V E L O P M E N T

PROGRAMS

Adobe Creative Suite



Premiere Pro - Final Cut



Logic Pro - Pro Tools



Photoshop - Lightroom



Cinema 4d - StudioMax



SKILLS

ADVERTISING

- Print, Digital, Marketing, Campaign

BRANDING ◦ IDENTITY

- Logo, Brochure, Business Card

PHOTOGRAPHY ◦ VIDEO

- Sport, Fitness, Events, Music

APPAREL ◦ MERCHANDISE

- Product Development, Packaging

WEB DESIGN

- Business, Education, Portfolio

3D ANIMATION

- Video, Commercial, Product

INTERESTS

TRAVEL

FITNESS & HEALTH

LITERATURE

ARTS

ENTERTAINMENT

MUSIC

ACHEIVEMENTS

AMERICAN TOP TEAM: VIDEO/PHOTO

Coconut Creek, Miami Florida

Motion graphics and photography using Premiere Pro, Final Cut Pro including shooting live video content, Post-Production editing with After Effects and digital publishing. Lightroom and Photoshop (Adobe Creative Suite) for photo editing and manipulation. Documentary and short promotional clips for digital broadcast and internet publicity campaigns featuring UFC fighters and their training camps.

ROME FITNESS AND WELLNESS FESTIVAL

Foro Italico - Rome, Italy

Video and Photography during a weekend festival for sport, fitness, and wellness. Capturing live images of celebrities, shooting video of major fitness events, post-production, editing, and publishing video for dvd distribution throughout Italy. Including video production for UFC fighters during public seminars and demonstrations being held during the event.

BRANDING AND IDENTITY

Florence, Italy

Full Package Work including: logo composition and layout, menu, catalog, apparel, website, flyers, online marketing, business cards, letterheads, product packaging, etc. Multiple local businesses located in Florence, Italy needed a "package" of design work to re-brand their present business and product to invest in future revenue from international tourist traffic.

REFERENCES



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C R E A T I V E D E V E L O P M E N T

MULTIMEDIA WEB

Network Design • Marketing
Chainti Rufina • Gustarufina
Note di Vino • Enoteca
Wish Investments • Financial
Toto' Ristorante • Firenze
Inside The Mind • Artist Portfolio
Apartment Agency • Firenze

Kambusa Nautica • Cruise | Tours
Valeria Ferri Soprano • Opera Singer
Studio Umami • Event Management
ABConsulting srl • Marketing
Sei Divino! Wine & Cocktail Bar
Erika Miklosa Opera • Budapest
Fuffers • Website and Branding

ADVERTISING

NEWSPAPER

National Publications in Italy

La Nazione
La Repubblica
L'Unita
30giorni30notti
Corriere di Firenze
Corriere Fiorentino
Giornale della Toscana
Metropoly Weekly
Metropoly Daily
FirenzeSpettacolo

MAGAZINE

International and Local Publications

Time Out • London
2Night • Venice, Italy
Firenze Spettacolo • Florence, Italy
The Florentine • Florence, Italy
Zero • Rome, Italy
30giorni30notti • Rome, Italy

CONCERT POSTERS

Publicity & Advertising Campaigns
Opera Theatre • Florence, Italy

BRANDING

CORPORATE IDENTITY

Logo, website, business cards, menu, apparel, etc.

Sei Divino! • Florence, Italy
Totò Ristorante • Florence, Italy
Note di Vino Cafe • Florence, Italy
All In Florence • Store Front Sign
Fuffers Music • Florence, Italy

BROCHURE & CATALOG

Publicity & Advertising for Press / Exhibitions

Centro Nautico Italiano
Kambusa
Studio Umami
Beauchamp Estates
Network Design

PHOTO / VIDEO

LIVE SPORTING & MUSIC EVENTS

International Sporting & Music Events

Sziget Festival • Budapest, Hungary
UFC Octagon Photography • Germany
Rome Fitness Festival • Rome, Italy
Sport Club / Front Cover Photo-Shoot
Keller Live Events • Florence, Italy

VIDEO PRODUCTION

Recording, Editing, Post-Production, Audio

ATT • Coconut Creek, Miami
UFC Fighter Documentary • Miami
UFC Short Commercials • YouTube
Keller Live Events • Stage Production
Fuffers Music • Stage Animation