

“There is no problem that cannot be solved through creativity & discipline.”
~ Emilio Armada

WORK EXPERIENCE

BETANCOURT NUTRITION | CREATIVE DIRECTOR ⚡

2018 - 2023 | Sports Nutrition Company

- branding and art direction
- social media marketing & ads
- web design - ecommerce
- team management
- project management
- FB & IG ads management



A team-leader with boundless energy, unparalleled commitment, and unmatched creativity. Emilio carries my strongest recommendation!

Jason Morril | Brand Manager | Betancourt Nutrition | jmorril@betancournutrition.com

CARNIVAL CRUISELINES | EMAIL MARKETING

2016 | International Cruise Line

- email campaign creation
- email list management
- copy writing
- graphic and image creation
- campaign analytics
- email coding

ARMPCKET ENTERPRISES | ART DIRECTOR

2015 | International Lifestyle & Fitness Brand

- print advertising
- trade show planning
- product photography
- catalog design
- package design
- social media marketing

BEGHELLI USA | SR DESIGNER & MARKETING MANAGER

MAR 2012 - MAR 2014 | International Lighting Company

- brand development
- e-mail marketing
- web design/ maintenance
- catalog design
- trade show planning
- promotion design & strategy

⚡ = Companies I helped grow significantly.



A quick learner, Emilio adapted to the project and brand incredibly fast and he was able to guide jr designers...

Erman Erkur | Sr. Art Director | Zimmerman Advertising | ermanerkur@zadv.com

EXEL NUTRITION | CREATIVE DIRECTOR ⚡

2016 - 2018 | Sports Nutrition Company

- complete brand development
- social media marketing
- web design - ecommerce
- B2B marketing
- photography & video
- print advertising

ZIMMERMAN ADVERTISING | JR ART DIRECTOR

2015 | High Profile Advertising Company | BPI Sports Nutrition

This was a contract web design project for a large Sports Nutrition brand (BPI). I helped to meet the demanding deadlines while never compromising on quality. The client was overjoyed with the final result.

INNOVATIVE NUTRIENTS | ART DIRECTOR ⚡

FEB 2014 - MAR 2015 | Sports Nutrition Company

- multi-brand management
- brand development
- web design - ecommerce
- 360° marketing
- photography
- print advertising

RMADA CONCEPTS | DESIGNER “RENAISSANCE MAN”

APRIL 2002 - CURRENT | Freelance Design

Freelancing has afforded me the opportunity to diversify my skills through challenging new projects. Its been a vital practice in my growth as a professional creative.

EDUCATION

AI MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN
2002-2006 BA Computer Science/ Animation

FLORIDA INTERNATIONAL UNIVERSITY - FIU
2000-2002

WILLIAM H. TURNER TECHNICAL ARTS HIGH SCHOOL
1996-2000 Drafting Certification

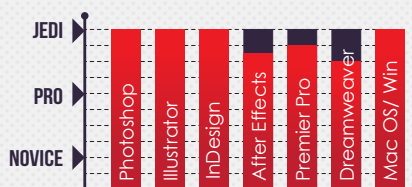
NORLAND MAGNET ARTS
1993-1996 Visual Arts Magnet

LANGUAGES

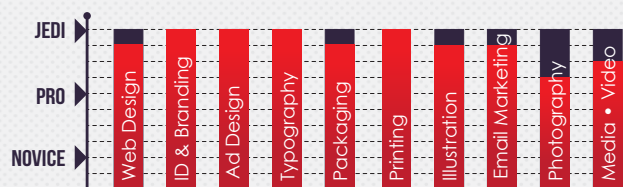
ENGLISH
NATIVE

SPANISH
FLUENT

SOFTWARE SKILLS



DESIGN SKILLS



LIFE SKILLS

