



NIDAL KOTEICH
ART DIRECTOR · CREATIVE

EDUCATION

Miami Ad School Wynwood
Art Direction
(2016 - September 2018)

Universidad Rafael Bellosó
Chacín (URBE)
Maracaibo, Venezuela
Bachelor in Marketing
(2011 - 2015)

SKILLS

Adobe Creative Suite
- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- After Effects
- Adobe XD

Sketch / Figma

ADDRESS

- Aventura, FL

CONTACT

nidalkot@gmail.com

LANGUAGE

- English
- Spanish
- Arabic

WEBSITE

<https://www.nkoteich.com>

PROFESSIONAL EXPERIENCE

Shutterfly, Inc (Apr 2021 - Present) Eden Prairie, USA

Art Director

- Creating print and digital advertising campaigns for Shutterfly, including brand partnerships with Time's "100 most influential person" Marie Kondo and The Onion
- Art Directing and designing visual aspects of campaigns including print (Direct Mail, Billboards...) banner ads, emails and social media posts
- Creating digital art pieces available to purchase in Shutterfly's popular website
- Presenting new creative ideas and content to Shutterfly's brand executives

Clients: Shutterfly Consumer Brand, Marie Kondo, The Onion

Mixia Creative (Oct 2020 - Apr 2021) Los Angeles, USA

Art Director / Designer

- Led branding campaigns for the clients including the creation of logos, taglines and colors for the brands.
- Created traditional and digital advertising concepts
- Art directed all visual aspects of the concepts created including prints (Posters, billboards...) banner ads and social media posts

Clients: Byte, Citgo, Servpro, Marriot's Inn at the Mission, Figure, KMPlus...

Phenomenon (Sep 2019 - Oct 2020) Los Angeles, USA

Art Director

- Created traditional advertising concepts and ideas for pitches and clients
- My work helped the agency win the creative pitch for Zoa, an energy drink owned by Dwayne Johnson
- Designed visual aspects of the concepts created including print (Posters, billboards...) banner ads and social media posts
- Presented creative ideas and content for the clients

Clients: Naked Juice, TD Ameritrade, Zoa (Dwayne Johnson's Energy Drink), Amex and HBO Max

One12th (May 2019 - Sep 2019) Miami, USA

Art Director

- Creating branding design including logos, taglines and visual aspects for the clients
- Designing visual aspects of the digital content created including e-mails and social media posts
- Presenting design and concepts for the clients

Clients: Lennar International and Megastorage

Marca Miami, (Feb - Mar 2019) Miami, USA

Art Director (Freelance)

- Created digital advertising concepts and ideas targeting hispanic communities
- Designed visual aspects of the concepts created including social media posts and banner ads
- Presented creative ideas and concepts for the clients

Clients: Slings TV, Dish and Subway

Havas Media (June - Sept 2018) Miami, USA

Art Director Intern

- Created digital advertising concepts and ideas targeting hispanic communities
- Designed visual aspects of the concepts created including social media posts and banner ads
- Presented creative ideas and concepts for the clients

Clients: Nintendo, Dolce and Gabbana and VIIV Healthcare

Alma DDB (Sept - Dec 2017) Miami, USA

Digital Art Director Intern

- Created digital advertising concepts and ideas targeting hispanic communities
- Designed visual aspects of the concept created including website, social media posts, and banner ads
- Presented creative ideas and content for the clients

Clients: Miller Lite, Statefarm, Sol Cervezas and Life After Hate

BRND Consulting (May - Sept 2016) Maracaibo, Venezuela

Art Director

- Supervised branding design including logos, taglines and visual aspects of the client
- Designed visual aspects of the content created including print (Posters, billboards...) banner ads and social media posts

Clients: Corazon en Forma

AWARDS AND RECOGNITIONS

- D&AD New Blood Pencil Winner 2018
- Adweek's Project Isaac Awards Winner 2019
- Webby Awards Finalist 2019 x2
- The One Show Merit Winner 2019
- Clio Health Bronze Winner 2018
- National Addys Gold Winner 2018
- Miami Addys District 4 Best Of Show Winner 2018
- Miami Addys District 4 Gold Winner 2018
- Miami Addys Local Silver Winner 2018
- The One Show Young Ones Merit Winner 2018
- The One Show Creative Bootcamp Miami 2nd Place Winner 2018
- Summit Creative Awards Bronze and Silver Winner 2018
- Creative Conscience Awards Finalist / Outstanding 2018
- Creativity international Award (Packaging) Best of Show Winner 2018
- Creativity international Award Bronze Winner 2018 x3
- Creativity international Award Silver Winner 2018
- Cuba Internet Freedom Winner: Recognition for Wit and Satire 2017
- Graphis New Talent Gold and Silver Award 2018 x2