



TREVAR GATES

CONTACT

CELL: 385-280-6679

EMAIL: TREVARSMOOTH@GMAIL.COM

PORTFOLIO:

WWW.PORTFOLIO2023.CO

EXPERTISE

CREATIVE DIRECTING
ART DIRECTION
CONTENT MARKETING
MARKETING
VIDEO PRODUCTION
PHOTOGRAPHY
GRAPHIC DESIGNING
WEBSITE DEVELOPING
TEAM MANAGEMENT
CAMPAIGNS
ADOBE SUITE
AI

SKILLS

CREATIVE VISION & CONCEPTUAL THINKING
LEADERSHIP & TEAM MANAGEMENT
BRAND DEVELOPMENT
STRATEGIC THINKING
CROSS-DISCIPLINARY COLLABORATION
DESIGN & AESTHETIC EXPERTISE
ART DIRECTION & VISUAL COMMUNICATION

CREATIVE DIRECTOR

DYNAMIC AND RESULTS-DRIVEN CREATIVE DIRECTOR WITH A B.A. IN GRAPHIC DESIGN AND OVER 10 YEARS OF EXPERIENCE LEADING HIGH-PERFORMING, MULTIDISCIPLINARY TEAMS ACROSS THE CREATIVE AND MARKETING LANDSCAPE. PROVEN EXPERTISE IN BRAND DEVELOPMENT, CREATIVE STRATEGY, PROJECT MANAGEMENT, AND CUSTOMER EXPERIENCE DESIGN. KNOWN FOR DELIVERING BOLD, AWARD-WINNING CAMPAIGNS FOR TOP-TIER CLIENTS AND GLOBAL BRANDS. PASSIONATE ABOUT TRANSFORMING IDEAS INTO VISUALLY POWERFUL AND STRATEGICALLY IMPACTFUL WORK THAT DRIVES ENGAGEMENT AND BUSINESS GROWTH.

PROFESSIONAL EXPERIENCE

G.K. Skaggs / 2019-2024 / Creative Director

- SPEARHEADED THE CREATION OF LOUIS MORETTE CHAMPAGNE, DEVELOPING AND EXECUTING PRINT, DIGITAL, SOCIAL, AND EXPERIENTIAL CAMPAIGNS THAT RESULTED IN GLOBAL SALES EXCEEDING \$10 MILLION ANNUALLY.
- BUILT ADVERTISING CAMPAIGNS FOR MULTIPLE BRANDS THAT ARE SOLD NATIONALLY.
- LEADING CREATIVE TEAMS ON A MULTIDISCIPLINARY TEAM OF TEN OR MORE DURING PRODUCTION, AND POSTPRODUCTION.
- RESPONSIBLE FOR VISUALIZING BRAND IDENTITY, IDEAS, DESIGNING SUPPORTING ASSETS, ART DIRECTION, CREATIVE PROJECT MANAGEMENT AND SERVING AS A LIAISON BETWEEN CREATIVE AND STRATEGY TEAMS.
- LEAD DESIGNER FOR SUCCESSFUL LAUNCHES OF NEW BRANDS IN THE MARKET, ALSO, PLAYING A KEY ROLE IN SOME OF THE MOST RECOGNIZABLE BRANDS AROUND THE WORLD.
- WORKED CLOSELY WITH EXECUTIVES AND DEVELOPMENT TEAMS TO PLAN AND CONTINUALLY IMPROVE THE PRODUCT USER EXPERIENCE. BUILT TEMPLATES, PRESENTATIONS AND GUIDELINES TO MEET COMPANY STANDARDS.

Art Collective Council / 2023-2025/ Founder + Creative Director

- LED THE STRATEGIC SELECTION AND COLLABORATION OF ARTISTS AND DESIGNERS THROUGH A CURATED SUBMISSION PROCESS TO PRODUCE A SUCCESSFUL ART + FASHION EXHIBIT, RAISING FUNDS FOR THE NICK LOWERY FOUNDATION IN SUPPORT OF HOMELESS OUTREACH.
- DEVELOPED A MISSION-DRIVEN BUSINESS MODEL CENTERED ON ART AS THE CORE FUNDRAISING TOOL.
- FOUNDED THE ORGANIZATION AND STRATEGICALLY APPOINTED BOARD MEMBERS TO LEAD KEY OPERATIONAL DEPARTMENTS.
- GARNERED MEDIA COVERAGE FROM FOX, AZ FAMILY NEWS, AND PARADISE VALLEY MAGAZINE.
- COORDINATED OUTREACH TO 10-15 MEDIA OUTLETS, SIGNIFICANTLY BOOSTING MARKETING EFFORTS AND POSITIONING THE ORGANIZATION AS A SPOTLIGHT IN THE PHOENIX, ARIZONA COMMUNITY.
- LED MARKETING EFFORTS THAT REACHED NEARLY 150K INSTAGRAM ACCOUNTS IN 30 DAYS. OVERSAW THE CREATION AND EXECUTION OF MARKETING ASSETS INCLUDING THE WEBSITE, PITCH DECK, SOCIAL MEDIA CONTENT, FLYERS, ADS, AND PROMOTIONAL VIDEOS.
- RAISED \$50,000 IN EVENT FUNDING, SUCCESSFULLY ACHIEVING OUR FINANCIAL GOAL THROUGH STRATEGIC OUTREACH AND CAMPAIGN EXECUTION.

EDUCATION

Bachelor's in Graphic Designing of Fine Arts,
The Art Institute of Salt Lake City