

# EDGAR PAYAMPS

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## WORK HISTORY

### **Senior Creative, H4B-Havas Worldwide, New York, NY 2015-present**

Provided creative support and branded designs for various pharmaceutical brands.

- Retained several pharmaceutical clients with my design approach for branded websites for physicians (HCP) and patients which resulted in an increase in revenue.
- Successfully launched various iPad application designs for sales representatives.
- Email campaigns for patients and physicians
- Marketing assets for PPC/PPI campaigns
- Sales Marketing materials for targeted audiences

### **Creative Director, Net@Work, New York, NY 2013-2015**

I was responsible for creating new website designs that encompassed all of our clients goals and requirements while ensuring consistent brand experience for their customers.

- Developed UX and visual website design for Adorama, Citarella, Eastdil Secured, MC-2 among others.
- Established workflow templates for the creative process.
- Brought in a Fortune 100 client and a couple of multi-million dollar clients.

### **Creative Director, Hara Partners, New York, NY 2008-2013**

Created a profitable workflow and processes for print, web as well as the photo studio.

- Managed a team consisting of designers, analysts, programmers and copywriters.
- Identified SEO/marketing strategies to help clients to achieve optimal results and sales goals.

### **Senior Retoucher, Samsung - Cheil Communications, Ridgefield Park, NJ 2006-2008**

Produced print ads and web content for Samsung. My duties included art direction, retouching and graphic design.

### **Senior Designer, Merkley + Partners, New York, NY 2000-2006**

Provided retouching, color corrections, image manipulations and graphics for print ads as well as various marketing collateral. Notable clients served: Mercedes-Benz, BMW, JetBlue, Delta Airlines, Citigroup.

Other responsibilities included managing the national advertisement releasing system for Mercedes-Benz Regional Dealer Advertising Program. My duties were to combine Mercedes-Benz dealers info with print ads and releasing them throughout the US to available purchased publication spots in collaboration with Mercedes-Benz national TV and radio advertising campaigns.

## Skills

Creative Strategy, Creative Direction, User Experience, Web Design, Corporate Brand Development, Digital Strategy/Marketing, Social Media Marketing, Image Manipulation, Web Development & SEO Strategy.

## Education

### **Parsons School of Design, New York**

Completed courses in Advertising Arts, Photography, Color Theory and Web Design.