

Kevin Yépez – Curriculum Vitae

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Career Objective

As an Art Director and Marketing Specialist, I manage the visual strategy of campaigns aligned with brand positioning and commercial objectives. I coordinate design, photography, and audiovisual production teams to ensure coherence and effectiveness across various channels. My approach combines creativity and strategic analysis, optimizing pieces based on metrics, trends, and consumer behavior, ensuring that each material is attractive and functional within the marketing plan.

Work Experience

Writer – Meer

Jan 2025 – Present

Writer of articles about art, design, gastronomy, and travel.

Creative Art Director / Strategic Marketing – Splendor

May 2024 – Mar 2025

As Art Director and marketing specialist, I managed the visual strategy of campaigns aligned with business and positioning objectives. I led design, photography, and audiovisual production teams to ensure coherence and effectiveness across various channels. My approach combined creativity and strategic analysis, optimizing content based on metrics and trends.

Multimedia Designer – Splendor

Jun 2023 – Mar 2025

Created graphic and video materials for mass advertising in Ecuador and abroad.

Photographer & Videographer – Esto Es Eso

Jan 2020 – Feb 2025

Produced visual content for the band and its projects.

Photographer & Videographer – Ecuadorian Navy

Aug 2021 – Jan 2025

Created photographic and videographic content for the Navy's communications and social media.

Photographer – Chantay Aymuray

Jan 2021 – Feb 2024

Photographer and videographer for the high-end restaurant Chantay Aymuray.

Advertising Designer & Instructor – Mentor Capacitaciones

Mar 2019 – Feb 2024

Designed advertising materials and provided training in photography and design.

Graphic Designer – Gráfica France

Aug 2022 – Jan 2024

Created designs for mass printing, packaging, labels, and promotional materials.

Art Director / Strategic Marketing – Salomé

Jul 2020 – Jan 2023

Developed the visual concept of national campaigns, maintaining a strong and coherent identity. Created strategies to highlight the brand essence and collaborated with Etafashion and RM to expand reach.

Photographer & Videographer – 360 Corp

May 2022 – Nov 2022

Produced photography and videography for events and products, associated with L'Oréal and Kerastase.

Designer – Netlife

Apr 2022 – Aug 2022

Created advertising designs for the company and its social media platforms.

Photographer & Designer – Makay

Oct 2021 – Jul 2022

Designed the brand identity of Makay Energy and produced visual content for digital marketing.

Social Media Manager – Tatacoatl

Jan 2022 – Jun 2022

Created marketing strategies for social media management and content creation.

Head of Audiovisual Marketing – Shaman

Dec 2021 – Apr 2022

Led the marketing department, produced photo and video content for Shaman restaurant.

Administrative Assistant – UTPL

Sep 2016 – Oct 2017

Managed databases and supported electronic processes in student enrollment.

Education

Business Administration – Universidad Politécnica Salesiana

Feb 2024 – Present

Currently pursuing.

Strategic Marketing Management – España Institute

Feb 2022 – Present

Graduated.

Photography Design – La Metro

Apr 2019 – Sep 2022

Graduated.

Project Manager – Project Management Institute

Apr 2025 – Apr 2025

Graduated.

Skills

- Proactivity
- Assertive Communication

- Creativity
 - Photography
 - Marketing
 - Video Editing
 - Video Recording
 - Advertising
 - Figma
 - Ads
-
- Project Management

Software Proficiency

- Adobe Photoshop – Expert
- Adobe Illustrator – Expert
- Adobe Premiere – Expert
- Adobe After Effects – Advanced
- Adobe Audition – Advanced
- Microsoft Excel – Intermediate

Languages

- English – B1

References

Splendor – Creative Art Director / Strategic Marketing

Reference: Iván Nolivos

Contact: ivan.nolivos@indigitalec.com | (+593) 0986179016

Splendor – Multimedia Designer

Reference: Gunter Liskén

Contact: gliskén@gmail.com | (+593) 998783287