

# JUAN ARANGO

Creative & Communications Leader

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## PROFESSIONAL SUMMARY

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Creative and communications leader with 20 years developing communications graphics, publications, brand identities, and strategic communications for executive leaders and large, multi-stakeholder organizations. Skilled at translating complex technical and programmatic information into clear, concise visuals and messages. Proficient in Adobe Illustrator, Photoshop, and InDesign, and Microsoft PowerPoint, Word, and Excel. Bilingual (English/Spanish) team player who turns leadership vision into finished written and displayable products.

## CORE COMPETENCIES

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Communications Graphics & Publications | Logos, Brand Identity & Organizational Branding | Strategic Communications & Stakeholder Engagement | Executive Briefings & Presentations | Translating Technical Information into Clear Visuals | Reports, Infographics & Collateral | Event Photography & Video Production | Event Planning & Outreach | Web Development | Project Management

## PROFESSIONAL EXPERIENCE

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**The Jampe**, Orlando, FL

**Jan 2014 – Present**

*Creative & Communications Lead*

- Lead a 6 to 15 person creative team across graphic design, content, web, video, and photography.
- Work directly with executive leaders and business owners, turning their vision into finished written, visual, and presentation products.
- Develop logos, brand identities, brand standards, publications, reports, and presentations for 300+ organizations in healthcare, logistics, construction, law, hospitality, and retail, including Yamaha, Renault, Valencia State College, and Orlando Science Center.
- Translate complex technical and programmatic information into clear graphics, infographics, and executive-ready briefings.
- Produce photography and video for corporate events, campaigns, and organizational branding.
- Plan and manage communication strategies across web, social media, email, and paid media to keep stakeholder messaging clear and consistent.
- Built partnerships with Google, Meta, Prospera, Spectrum, and Univision Orlando; led the 2026 expansion into the South Florida market.
- Introduced AI-assisted workflows that automate monthly reporting and speed up content production.

**The Group Ads**, Orlando, FL

**Nov 2012 – Dec 2013**

*Interactive Producer*

- Managed digital experiences for clients, including online strategy, social media, and websites.
- Provided graphic design support and creative insight for offline campaigns.

**Maxim Tours**, Orlando, FL

**May 2012 – Nov 2012**

*Marketing Director*

- Designed and implemented marketing strategies across web and electronic media.
- Led the team responsible for online experience, social media campaigns, website administration, and CRM/advertising campaigns.

**Arkix**, Medellín, Colombia

**Jul 2006 – Jul 2012**

*Senior Creative Director*

- Partnered with multiple stakeholders to create digital solutions and strategic design for clients.
- Led a cross-functional team of developers, graphic designers, analysts, and communication specialists.

- Pioneered the company's own social media brand and online presence.
- Helped conceptualize and execute CRM campaigns.

## EDUCATION

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**Bachelor's Degree, Advertising Graphic Communication** 2007

University of Medellín, Medellín, Colombia

**Postgraduate Diploma, Creative Writing** 2009

University of Palermo, Buenos Aires, Argentina

## CERTIFICATIONS

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- Google Certifications: Digital Marketing, Analytics, E-Commerce

## TECHNICAL SKILLS

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**Design:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat)

**Office:** Microsoft Office (PowerPoint, Word, Excel), Google Workspace

**Web & Marketing:** WordPress, HTML/CSS, UX, Google Analytics, Google Ads, Meta Ads, SEO/SEM, Metricool

**AI:** Claude, ChatGPT, Gemini, ElevenLabs, HeyGen

**Languages:** English and Spanish (fully bilingual)