

# GILBERT AGUIRRE III

*Art Director*

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## QUALIFICATIONS

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- 5+ years of experience collaborating with content creators, designers, strategists, and stakeholders to develop strategically grounded, results-driven campaigns
- 8+ years in advertising with a focus on elevating brand storytelling through social media and brand voice
- 3+ years of experience tracking, analyzing, and reporting on campaign performance using KPIs
- Informed by evolving trends and digital culture to ensure content is current, engaging, and platform-optimized
- Expertise in Photoshop, Illustrator, InDesign, and other essential tools for editing, layout design, and deck building

## EXPERIENCE

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### VML

*Art Director*

**Jan 2020 – Current**

*Austin, TX*

- Lead strategy and creative for Dell's AI-enabled XPS 13 social campaign, producing four organic videos that generated 34.8M views, 10K+ likes, and 900+ shares on Meta, all on a \$35K budget by crafting trend driven, organic content
- Organize and execute 3 large-scale photoshoots annually, managing shot lists, sourcing locations, talent, wardrobe, and props
- Develop mobile-first social media campaigns for Dell Technologies and Alienware, strategically leveraging Meta, Instagram, and TikTok to drive sales, loyalty program sign-ups, and audience engagement while maintaining brand consistency across platforms
- Oversee multiple campaigns simultaneously from concept to delivery, including trend research, asset development, visual curation, and client presentations to ensure alignment with strategic goals

### Publicis North America

*Art Direction Internship*

**May 2019 – Aug 2019**

*New York, NY*

- Revamped the tone and aesthetic of Jif and Smuckers' social accounts, aligning content with brand narratives and content calendar strategy
- Developed strategic communication campaigns to address market challenges for Walmart Baby, earning first place recognition in the agency's intern competition for creative effectiveness

### TEXAS Extended Campus

*Marketing Associate*

**Sept 2017 – May 2019**

*Austin, TX*

- Performed detailed analysis of ROI for course registrations, social media posts, and email campaigns to optimize budget allocation and improve enrollment outcomes
- Created targeted digital advertisements that enhanced engagement and supported growth in course enrollments
- Analyze audience data and behavior trends to inform marketing strategies, media planning, and campaign direction

## EDUCATION

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### The University of Texas at Austin

Bachelor of Science in Advertising with Management track, *Moody College of Communication*

**Aug 2016 – May 2019**

## ORGANIZATIONS

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### Creative Gym

Engage in weekly pro-bono briefs, fostering innovative and agile problem-solving approaches to deliver cost-effective solutions that effectively address client challenges

**Jan 2020 - Current**

*Austin, TX*

### 4A's MAIP Fellow

Selected as 1 of 236 top students nationwide for a 22-week advertising fellowship with weekly professional development at leading agencies; now part of an active network of advertising professionals supporting the next generation of talent

**May 2019 - Current**

*New York, NY*