

# JOSHUA DACUCOS

As a seasoned professional with over six years of experience in the creative industry, I have a proven track record of creating polished campaigns and projects that effectively increase brand awareness and customer engagement.

Additionally, beyond my creative abilities, I possess exceptional strategic thinking skills and the ability to effectively lead cross-functional teams in bringing innovative concepts to fruition. These skills have allowed me to provide high level creative to a variety of esteemed clients across multiple sectors.

I'm highly motivated by my passion for design and strategic thinking, and I'm eager to apply my unique perspective and commitment to excellence to any project.

## EDUCATION

**George Brown College**  
Graphic Design & Advertising  
2017 - 2021

**Centennial College**  
Art & Design Foundations  
2015-2016

## WORK EXPERIENCE

**Manifesto**  
Creative Director  
March 2022 - Present

Art Director  
June 2021 - March 2022

- Collaborated with Youtube Music to execute their annual global "Future Insiders" summit
- Led creative direction in marketing annual festival, resulting in +12,000 guest attendance
- Generated a 155% follower increase across all major social platforms (Twitter, Instagram and Facebook)
- Collaborated with over 45 businesses (including the likes of Mazda, Nobis and Wing Stop) in executing various initiatives and campaigns
- Served over 300K advertising display impressions across all digital platforms
- Served over 160k audio impressions across radio

**Barrows Global**  
Senior Graphic Designer (Canadian Lead)  
October 2022 - Present

Senior Graphic Designer  
August 2022 - October 2022

- Led graphic design for Canadian team across all Molson Coors initiatives
- Developed a 15% company run rate growth from Q1 through all remaining quarters of 2022
- Worked directly on Heineken F1 collaboration as seen in the 2022 Montreal Grand Prix
- Developed a 40% clientele pool growth in 2022 through overall team initiatives

**Obtain Media**  
Art Director  
December 2020 - Present

- Generated a 125% revenue growth as a result of branding and advertising initiatives
- Managed over 30 different project initiatives across each stage of their project life cycle
- Generated a 315% increase in clientele growth through internal marketing

**Simex-Iwerks Entertainment**  
Graphic Designer  
June 2021 - June 2022

- Designed key visuals to be used in marketing full motion picture film and video (Polar Express, Scoob! 4D, Mowgli, Wonder Woman)
- Collaborated with clients globally to create final art in over 5 different languages
- Supported crucial creative initiatives through COVID-19

**6ixbuzz TV**  
Art Director  
March 2020 - October 2021

- Generated a 200k follower increase through all marketing initiatives
- Collaborated with over 40 different businesses in marketing endeavours (with the likes of Starbucks, Harvey's and Foot Locker)

**AJ Sports World**  
Lead Graphic Designer  
Jan 2020 - September 2020

- Designed product layout display
- Prepared documents for production factoring in die lines, bleeds, and crops accustomed to various machinery
- Designed and modernize official company guideline documents.
- Managed website content, execute creative strategy in product design presentation.

**Corus Entertainment**  
Design Intern  
Jan 2020 - May 2020

Designed versatile logo variants for nationwide television shows and created polished assets to be used in client brand style guides.

**Habitual Fitness & Lifestyle**  
Designer, Photographer  
& Videographer Intern  
May 2019 - August 2019

Captured image and video during major events, designed graphics for social platforms and modernized company style guide.

## FREELANCE EXP.

**Catalys Lubricants**  
Graphic Designer  
August 2020 - August 2021

Designed and modernize official company guideline documents, prepared various products graphics to be legible and visually appealing, retouched product imagery to be presentable to clients and worked in conjunction with various partnered branches of the company.

**George Brown College**  
Graphic Designer  
October 2020 - January 2021

Designed visually appealing and marketable graphics as requested by various contractors of the institution and presented and offered design strategy to various clients working in conjunction with the institution.

## OTHER EXP.

**United Under Art**  
Instructor/Panellist  
December 2020

Led instructional workshop for industry newcomers and junior designers.

## NOTABLE CLIENTS



## SKILLS

**Programs**  
Photoshop, InDesign, Illustrator, Lightroom, Premier Pro, After Effects, Wix, WordPress and more.



**Technical Skills**  
Branding, Art Direction, Layout, Social Media Management, Packaging, Retouching, Motion Graphics, Video Editing, Web Design, Illustration, Photography, and Videography.

## CONTACT

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## PORTFOLIO

joshuadacucos.com

References available upon request