

ROY PATTERSON

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📍 New York, NY 10036

Visit my website to see my work in action, my portfolio and to learn much more about me!

www.RoyPatterson.net

PROFESSIONAL SUMMARY

Roy has always been a creative. Using different outlets from theater to dance, and from event producing to art direction, his passion for color and branding have always found a way to leave a mark in any projects he's been a part of.

He's a skilled Creative Director adept at overseeing videographers, photographers, designers and artists to accomplish challenging objectives. Color expert. Excellent communicator, problem solver and detail-oriented manager proficient in business operations and customer needs. Project management passionate expert.

Born and raised in Mexico, making a living as a dancer, choreographer and musical theater directographer, he moved to NYC when he was 23 to further pursue his career in the arts.

After dancing on the high seas for three years and performing all around England and Turkey for one year, he went back to Manhattan where he lives now. Roy has a double major in Performing Arts & Communication Sciences, and a double master in Project Management and Marketing.

You can find him having #AColoROYMoment while #TurningHumpDayIntoJumpDay or #FallingIntoFriYAY and searching for colorful magic spots on a daily basis on his Instagram: @roy_fer !

PS: Roy loves color, bow-ties, ice cream and talking in 3rd person -hence this bio-.

SKILLS

- Creative Team Collaboration
- Design Understanding
- Storyboard Creation
- Budget Adherence
- Team Development
- Contract Negotiation
- Assignment Delegation
- Campaign Development

WORK HISTORY

StarQuest International Performing Arts Competition - Creative Director

NYC, NY - Remote • 07/2021 - Current

- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion.

- Creative Team Leadership
- Brand Messaging
- Magazing Print Design
- Selecting Photos
- Creative Vision Development
- Staff Recruitment
- Administering Social Media Accounts
- Art Direction
- Time Management
- Strategic Leadership
- Social Media Platforms
- Management of Personnel Resources
- Team Meetings
- Concept Pitching
- Active Listening
- Complex Problem-Solving
- Judgment and Decision-Making
- Learning Strategies
- Project Management
- Critical Thinking
- Communication Strategies
- Social Perceptiveness
- Apple iWork Keynote
- Art Composition
- Microsoft Office
- Coordination
- Persuasion
- Speaking
- Negotiation
- Writing
- Instructing
- YouTube
- Facebook

EDUCATION

UPAEP

Puebla, Mexico • 01/2010

- Developed strategic communication and marketing plans.
- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Supervised design and production staff developing innovative designs for diverse projects while managing deadlines.
- Oversaw full teams of writers, artists, designers and videographers.
- Negotiated vendor contracts and services to meet budget requirements.
- Recruited, hired and trained top candidates with eye for performance.
- Oversaw, guided and coached designers and videographers.
- Oversaw hiring, training and direction of creative personnel to achieve optimal results.
- Developed artistic visual products while working within defined technical constraints.
- Carefully prepared design layouts into prepress files for offset, web and digital printing.
- Anticipated design issues and proved to be proactive in developing effective solutions.

Engaged Leadership - Creative Director

NYC, NY - Remote • 03/2021 - Current

- Rebranding. Brand strategy. Art direction.
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion.
- Developed strategic communication and marketing plans.
- Developed and directed creative team ideas and translated into actionable project plans.
- Oversaw full teams of writers, artists, designers and project managers.
- Established procedures and quality standards for department.
- Oversaw, guided and coached graphic designers and art directors.
- Developed artistic visual products while working within defined technical constraints.

Master of Science: Marketing & Project Management

UPAEP

Puebla, Mexico • 04/2008

Bachelor of Arts:

Communications & Performing Arts - Double Major

- Carefully prepared design layouts into prepress files for offset, web and digital printing.

The Legacy Of You - Creative Director

NYC, NY - Remote • 01/2021 - Current

- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion.
- Developed strategic communication and marketing plans.
- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Preserved branding standards of assigned accounts.
- Managed client relationships and expectations for creative projects with varying budgets and objectives.
- Fostered highly communicative, collaborative team culture on visual product projects.
- Collaborated with production on task list creation to meet overall project goals on time.

@Roy_fer On Instagram - Social Media Content Creator

NYC, NY - Remote • 01/2016 - Current

- Managed content across multiple platforms for widest audience reach.
- Organized, prioritized and managed multiple projects according to dedicated release schedule.
- Developed in-depth understanding of digital and mobile marketing practices and media.
- Produced original, creative content for promotional advertisements and marketing materials.
- Managed competing deadlines with efficiency.
- Customized brand message to reach and capture target audience interest and drive engagement.

StarQuest International Performing Arts Competition - Social Media and Marketing Director

NYC, NY - Remote • 08/2017 - 07/2021

- Continually maintained and improved company's reputation and positive image in markets served.
- Oversaw preparation of marketing copy, images, videos, emails and other collateral.

- Built and strengthened strategic relationships with vendors, advertising agencies and leading industry partners.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.
- Directed marketing projects through conceptual planning, schedule management and final implementation.
- Created printed marketing materials designed to drive campaigns.
- Met deadlines, exceeding expectations and effectively rolling out promotional campaigns.
- Considered business demands and customer preferences when developing pricing structures and marketing plans.
- Leveraged industry trends and competitive analysis to improve customer relationship building.
- Developed insights on marketing campaigns to assess performance against goals.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.

The Legacy Of You - Social Media & Marketing Director
NYC, NY • 01/2019 - 01/2021

- Increased customer engagement through social media.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed and reported social media and online marketing campaign results.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.

Norwegian Cruise Line - Dancer and Entertainment Staff

Across The High Seas • 01/2015 - 12/2017

UPAEP - Musical Theater Director & Choreographer
Puebla, Mexico • 01/2010 - 12/2015

UPAEP - Dance Teacher, Choreographer & Director
Puebla, Mexico • 01/2010 - 12/2015

OTHER FUN FACTS

- Travel lover.
- Content Creator.
- Color & Rainbow Hunter.
- Experiences Explorer & Developer.
- Event planning and producing experience.