



candelariavidana

mynameistoolong.com • cjvidana@gmail.com • 817.692.1000

HELLO!

I'm a **Brand Art Director** and **Marketing Content Producer** responsible for elevating creative direction for globally recognized brands. A highly-motivated creative leader with a proven track record of developing regional and national award-winning content that strikes an emotional connection with wide audiences.

WHAT DO I OFFER?

MARKETING

Brand Strategy
Project Management
Pitch & Proposals
Client Liaison Relations
Copywriting
Activation & Event

PRODUCTION

Budgeting
Vendor Negotiations
Scheduling
Permits
Talent Management
On-Set Production Direction

DESIGN

Art Direction
Video Editing & Motion
Graphic & Logo Design
Social & Web
Photography
Print & Premium

EXPERIENCE

Senior Artist - Brand Marketing & Design

NBC 5 / KXAS, Fort Worth, Texas (04/17 – Present)

Acted as a brand steward for a Market 5 Television Station, guiding creative visuals and messaging through multi-platform brand image campaigns and station initiatives. Performed in a cross-functional role, leading marketing efforts as an Art Director and Marketing Content Producer.

- Provided marketing strategy and creative direction for 16 brand image campaigns and art direction for an additional 32 campaigns and 2 live shows.
Earned: 3 National Awards, 9 Regional Awards, and 13 Nominations
- Led creative branding and promotional packaging for NBC 5 & Nexstar's yearly Lone Star NYE show. The show aired across the southwest region, targeting over 8 million homes on 21 stations and 22 markets. Local viewer impressions hit over 500K in Dallas-Fort Worth, making it the highest watched local or network show at midnight
- Wrote, produced, and directed a 3-part NBC 5 Responds & T39 Responde brand image campaign that aired during the Tokyo Olympics, Beijing Olympics, and Super Bowl LVI. Managed a team of 12 in the creation of on-air promotional content, successfully reached over 3 million viewers.
Earned: PROMAX DBA Gold, Image Promo News (DMA 1-25)
- Partnered with Game Day Productions and rehailed the branding for the station's weekly sports show, Inside High School Sports. After launch, managed client expectations and creative deliverables with a team of 2 creatives.
- Captained the development of the NBC 5 & Telemundo 39 COVID-19 Health Tips campaign, which aired locally and on 5 additional regional Telemundo stations. Managed a team of 4 freelance creatives to build linear promotional content that spread across Print, Digital, Social, and On-Air Promotions.
Earned: NATAS Lone Star Emmy, Craft Editing.

Lead Designer & Editor - On-Air Art Direction

Daystar Television Network, Bedford, Texas (01/10 – 04/17)

Spearheaded art direction as a Creative Lead with a staff of 2 direct reports. Developed visual branding and marketing promotions for on-air television shows, live events, and high-revenue telethons.

- Provided art direction and promotional branding for a total of 66 branded campaigns, including 1 morning show, 3 daytime shows, 23 spin-off shows, 10 bi-yearly telethons, and 21 live events.
Earned: x3 National NATAS Daytime Emmy Nominations, Main Title and Graphic Design
- Managed creative deliverables for 10+ Heart for the World telethons, developing over 18 on-air packages, live sets, and donation gift incentives. 2016 topped donor contributions, raising over \$13.9M+. A 6%+ increase over 2015.

- Rebranded the Joni Table Talk show, the station's top-performing daytime talk show. Conceptualized and maintained creative expectations for over 100+ shows and 12 specials.
- Partnered with leadership to refresh the professional image of the station's leading television efforts and enabled easy translation across multiple platforms.
- Hired a highly qualified staff and managed marketing and creative projects using Basecamp and Trello. Instilled a high degree of esprit de corps through mentorship, consistent planning, and open communication.

Video Art Director / Designer / Editor (Freelance)

American Airlines, Fort Worth, TX (11/16-12/18)

Entered into a contract with American Airlines to elevate corporate branding and produce promotional videos.

- Collaborated with the Creative Director to develop corporate video branding standards for ongoing marketing materials.
- Designed the AA Gogo Inflight Campaign for passengers to access their inflight media. Aired preflight from 2016-20.

Video Content Specialist (Freelance)

Tekzenit, LLC., Irving, Texas (06/09 – 12/09)

Consulted with the organization to develop a structure for Creative Services department. Built a team of 10 creative professionals to deliver on marketing and design-related projects for clients.

- Managed the creation of 7 micro-websites and how-to video guides for Rogers Communications' top-selling cellular products as part of the 2010 Canadian Cellular Launch campaign.
- Performed design services for video advertisements, web, kiosk UI, and product demonstration videos.

Promotional Video Editor & Designer

Funimation Entertainment, LLC., Flower Mound, Texas (06/08-01/09)

Developed promotional materials for new and ongoing Japanese anime-licensed properties

- Produced and edited promotional trailers and podcast segments for 12 licensed properties.
- Collaborated with Brand Managers, Copywriters, and Graphic Designers, ensuring creative visuals and messaging aligned with the targeted demographics.

Marketing Program Manager

Advanced-Online, Coppell, Texas (10/05 – 07/07)

Tasked with boosting website sales and awareness on corporate branded stores by developing e-commerce marketing strategies, marketing communications, and PR activities for top-performing Fortune 500 clients.

- Optimized 13 corporate online stores with \$2M+ in annual sales while providing daily oversight and management.
- Translated customer requirements into product specifications before promoting new product lines through collateral, stationary, direct mail, web, apparel, and trade show materials.

AWARDS

PromaxBDA Awards

Image Promo News - 2022 Gold
 Branding / News Image - 2018 Silver
 Branding / Image Campaign - 2018 Gold

American Advertising Awards

Television Self Promotion - 2019 Bronze
 Television Self Promotion - 2018 Gold
 Television Self Promotion - 2018 Silver

NATAS Lone Star Emmy

Graphic Arts - 2021
 News Promotion - Single Spot - 2020
 News Promotion - Single Spot - 2019
 Promotion - Program - 2019

Telly Awards

Branded Content - 2019 Silver
 Campaign Branding - 2019 Silver
 Art Direction - 2019 Bronze

NATAS Daytime Emmy Nomination

42nd Annual: Main Title & Graphic Design
 40th Annual: Main Title & Graphic Design
 39th Annual: Main Title & Graphic Design

+11 Nominations

PromaxBDA
 NATAS Lone Star Emmy

EDUCATION

The Art Institute of Dallas
 Bachelors of Fine Arts - Media Arts

TOOLS OF THE TRADE

Microsoft 365 Suite
 Base Camp
 Asana
 Frame IO
 Maxon Cinema 4D
 Adobe CC Photoshop
 Adobe CC Illustrator
 Adobe CC InDesign
 Adobe CC After Effects
 Adobe CC Premiere
 Adobe Figma
 Adobe CC XD
 Word Press