Octavian Rourke-Beltran

Creative Director, Integrated Campaigns

Chicago, IL · octavian.rourke@example.com · (312) 555-0152 · Portfolio site · LinkedIn

SELECTED RECOGNITION

Regional advertising federation gold, integrated campaign, 2024

Shortlist, national design awards, packaging system, 2023

Guest critic, Columbia College Chicago portfolio reviews, 2022–2025

SUMMARY

Creative director with 12 years in advertising and in-house brand teams, leading a 14-person team of writers, designers and video producers. Led integrated campaigns for food, retail and fintech brands with budgets up to $3.2 million, won 7 of 11 new business pitches over 3 years and rebuilt a regional grocery brand identity. Known for clear creative briefs, honest feedback and protecting strong ideas through production.

EXPERIENCE

Creative Director — Northbeam Collective

Chicago, IL · Feb 2021 – Present

- Lead a 14-person team of copywriters, art directors, designers and 2 video producers across 6 active client accounts.
- Won 7 of 11 new business pitches in 3 years, adding about $2.6 million in yearly agency fees.
- Directed a grocery rebrand covering logo, 340 packaging items and 48 stores, with the client reporting a 9% rise in same-store sales the following year.
- Cut average concept-to-launch time from 14 to 9 weeks by adding a one-page brief and two fixed review points per project.
- Hired and mentored 6 creatives, and 3 have since been promoted to senior or associate creative director roles.

Associate Creative Director — Halsted & Loom Advertising

Chicago, IL · Aug 2016 – Jan 2021

- Led concept and production for about 25 campaigns a year across TV, social, outdoor and retail.
- Ran a fintech launch campaign that drove 180,000 app sign-ups in 10 weeks against a 120,000 goal.
- Managed production budgets up to $900,000 per campaign, finishing 92% of shoots on or under budget.

SKILLS

Creative Leadership: Creative strategy, briefs, concept development, critique, team building

Campaign Craft: Integrated campaigns, brand identity, packaging, video, social content, retail

Business: New business pitches, client presentations, production budgets, agency fees

Tools: Adobe Creative Cloud, Figma, Frame.io, Asana, Keynote

EDUCATION

BFA in Graphic Design, School of the Art Institute of Chicago, 2013

Fictional example by FindAJobAI: the person, employers and numbers are invented.