

NICANOR ALDANA

email / TheNicanor@yahoo.com · phone / 917.804.8931

www.TheNicanor.com

Experience

SET Creative | Creative Director

September 2016 - Present

Overseeing the retail transformation of over 1,500 Verizon stores toward a more streamlined and approachable customer journey including all fixtures, printed materials, in-store app development and digital signage

ALOHA.com | Creative Director

November 2015 - March 2016

Initiated a brand overhaul across all consumer touch-points: website, email, banners, packaging, social content | Prepared brand for successful on-shelf launch at Target and GNC stores

Saatchi New York | Creative Director

July 2013 - July 2014

Launched “digital first” campaigns for Procter & Gamble brands such as Tide, Iams, Luvs and Olay | Developed all the social/digital creative teams

MyPublisher.com | Creative Director

April 2011 - April 2013

Helped build the brand from the ground up by reimaging their e-commerce sites, desktop/online software, app UI/UX, emails and banners | Managed a creative team of +20

UPROAR! | Asso. Creative Director

January 2008 - April 2011

Created 360° advertising for Risk, Trivial Pursuit, Candy Land | Directed all teams working on Kid and Family games for Hasbro toys

Skills



creative directing
messaging
mentoring teams
teaching yoga
baking cookies
PC and Mac
Adobe Creative Suite
Microsoft Office

Background



University of Texas
Major: Advertising
Minor: Art History

Further study
AdHouse
SVA
Laughing Lotus