



CHRISTOPHER
L CALDERON

703. 350. 7380

ChristopherCalderon.com

ChristopherLCalderon@gmail.com

About

For me advertising is about communication. All brands have a story to tell, and it is up to us as creatives to speak for them. As an educated designer I understand how market research plays an important part in design. It can not only help to tell your story, but explain to you why it will work and how to better utilize your assets.

Education

The Art Institute of California
/San Diego

Bachelor of Science
in Advertising

Software

Ai

Ps

Id

Br

Interest

Learning:

advertising history
typography
design

Creating:

auto-restoration
outdoor adventure
art
memories

Brand Strategy + Design

Experience

Magnetic Creative

Intern (*Jun - Dec 2014*)

Traffic Manager - *Jun 2014*

Market Researcher - *Jun 2014*

Graphic Designer - *July - Dec 2014*

My tour with Magnetic Creative was very ambitious. I didn't know where to start so I started from the bottom, and every two weeks I shadowed a different player at a different position. I worked my way from traffic manager, where I helped to schedule appointments and track team goals, to shadowing the Creative Director, where I learned about steep deadlines and the expectation of great commitment to our craft. My experience with Magnetic Creative far exceeded my expectations of the level of growth I would gain as an Intern.

United States Marine Corps

Helicopter Mechanic - *Jan 2002 -10*

Event Coordinator - *Jan 2010 -12*

My years in service to my country were enlightening, and taught me to be both an organizer and a leader. While I was enlisted, I held a broad spectrum of positions, from lead helicopter mechanic to an event coordinator. As an event coordinator, I managed the support and organization of events on base and was charged with planning promotional material disseminated on base. Although my time in the Marine Corps was great, art and culture have always been important to my being, and leaving the military gave me the opportunity to pursue those dreams.

Awards

National Student Advertising Competition

The Art Institute of California 2014-2015

Client: Pizza Hut

Position: Strategic Planner

3rd place in district

1st place for the out of home campaign

1st place for presentation