

ALFRED TENAZAS

A natural creative leader, Alfred spent his career focusing on managing, directing, and designing strategy functional teams and collaborating with stakeholders to drive successful outcomes. His ability to understand complex business challenges and apply innovative solutions has been instrumental in his career with companies such as Ernst & Young, Universal Music Group, Disney, Farmers Insurance and more.

Alfred's expertise lies in strategic planning and implementation, where he has successfully led numerous design projects from inception to completion. He has a strong background in developing and executing comprehensive marketing and design campaigns, leveraging data analytics to drive decision-making and achieve business objectives.

As a powerful communicator, Alfred excels in clearly articulating complex ideas and influencing stakeholders at all levels of the organization. He has a natural ability to inspire and motivate teams, driving them towards shared goals and ensuring a cohesive and efficient workflow.

EXPERIENCE

FLOKK / 9TO5 SEATING Hawthorne, CA
Art Director

11/21 – Present

- Provide art direction for 3D environment artists to create modeling, textures, and mapping for marketing product images and environments
- Provide art direction and design for 9to5 brand website, marketing materials and social media

ERNST & YOUNG Los Angeles, CA
Creative Services National Account Manager

7/19 – 11/21

- Accountable for developing and fostering strong relationships with core internal clients of EY.
- Communicate with internal cross-functional teams to improve the entire client experience and ensure client satisfaction.
- Drive client business and strategy sessions to partner and develop creative solutions.
- Responsible for effectively interacting with client groups at all levels to negotiate appropriate creative support and services.
- Responsible for the Creative Services Business Development account teams' overall performance, growth, and success for the businesses they support.

Key Achievements

- Developed and managed speed-to-market digital creative solutions for EY pursuit teams. AEM, MURAL, SharePoint and Interactive PowerPoint solutions were designed for all phases of the pursuit life cycle (qualifications, RFP and orals).
- Developed and managed creative showcase for EY account activation teams. Presented digital design solutions for relationship/value scorecards, account onboarding, meeting, and events.

ERNST & YOUNG Los Angeles, CA
Creative Services National Resource Manager

1/18 – 7/19

- Assigned appropriate client-serving employees to engagements. This involves assessing the engagement needs, reviewing available options, and recommending employees who meet the requirements of the regions and clients.
- Built relationships with client service employees to identify personal schedule preferences, workload and career development and concerns. Communicating any staff changes on projects, as well as any performance concerns raised by engagement teams.
- Reviewed actual and projected creative resource utilization for projects. Anticipating availability of people and proactively decreasing the time that people spend unassigned, while balancing the workload of all client-serving individuals.
- Prioritized staffing decisions based on engagement risk, specialization requirements, timing constraints, staffing continuity and geographic considerations. Identifying poor performance or morale among client serving staff.

CITY OF HOPE Irwindale, CA
Creative Services Consultant

9/17 – 11/17

- Executed design projects for online advertising, website, and marketing materials.

PERSONAL INFO

Phone

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Email

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Website

www.AlfredTenazas.com

LinkedIn

https://www.linkedin.com/in/alfredtenazas/

KEY SKILLS

Account Management
Resource Management
Creative Direction
Art Direction
Brand & Identity
Program Management
Project Management
UI/UX Design
Information Architecture
Website Design
3D Environment Design
Mood Board Creation
Mobile Applications
QA/QC Management
Email Marketing
Social Media Design
Animated GIF Design
Advertising
Graphic Design
Brochures
PowerPoint Design
Package Design
Photoshop Retouching

TECHNICAL SKILLS

Adobe Experience Manager
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe Premiere
Microsoft PowerPoint
Microsoft Excel
Microsoft Word
MURAL
Google Analytics
Salesforce
SmartSheet
Assembla
HTML/CSS
MailChimp
iContact

EXPERIENCE

DIGS MAGAZINE *Redondo Beach CA*

4/17 – 8/17

Freelance Digital Designer

- Provided creative direction for online and print magazine advertisements and realtor websites.

GRAND WELCOME *Torrance, CA*

12/15 – 2/17

National Marketing Manager

- Responsible for marketing direction, concept development and execution of all projects.
- Managed organic and paid campaigns across multiple platforms, including all nine sites of Grand Welcome resorts in California, Hawaii and Idaho.
- Utilized Google Analytics to deliver returns against expected business results and key performance targets and let those insights inform future campaigns.
- Managed all Online Travel Agencies (Airbnb, HomeAway/VRBO, Booking.com, Expedia).
- Coordinated and managed all external PR activity.

MY ZEAL IT SOLUTIONS *Woodland Hills, CA*

7/19 – 11/21

Creative Director

- Directed development teams in Los Angeles and India to ensure branding implementation
- Presented at business development meetings and client groups.
- Created creative analysis and requirements documents, defined user groups, created website information flows and site maps.
- Designed website mockups and directed UI/UX teams.

UNIVERSAL MUSIC GROUP *Santa Monica, CA*

8/11 – 4/15

Senior Manager of Creative Services

- Developed, managed and mentored a high-performing creative department of designers, programmers and production artists to successfully execute design projects for marketing campaigns for all UMG Labels and UMG Global Corporate
- Defined user groups, created information flows, created site maps, directed and designed website layouts for UMG websites.

Key Achievements

- Created branding booklets for UMG Artists Analysis

AMPLIO / PIONEER INFOTECH *Woodland Hills, CA*

8/09 – 8/11

Creative Director

- Developed, managed and mentored a high-performing creative department of designers and production artists to successfully execute design projects for large data-driven websites and mobile applications.
- Partnered with development teams in Los Angeles, Hyderabad and Delhi to ensure implementation of approved branding.
- Led new business meetings and presented creative work to client groups.
- Created analysis, requirements documents, defined user groups, directed website designers

Key Achievements

- Directed and designed user interface for Farmers Insurance Agent and DISH Network websites

EDUCATION

California State University,
Northridge
Bachelor of Arts Degree
Graphic Design

MISCELLANEOUS

Filipino American Alumni
Network, CSUN
Publicity Chair

Big Brothers Of Greater
Los Angeles
Big Brother

American Marketing
Association, CSUN
Guest Speaker

Westwood College
Guest Speaker

Kayamanan Ng Lahi
Philippine Performing Arts
Performer