

DAVID BERMUDEZ

Creative Director | Brand Strategist | Visual Storyteller

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PROFESSIONAL SUMMARY

Award-winning creative leader with 20+ years driving high-impact digital marketing campaigns for Fortune 500 and global brands, including Walmart, Samsung, HP, Kraft, Purina, and LG. Proven track record directing integrated campaigns across digital, social, and e-commerce platforms while managing 20+ concurrent projects and mentoring high-performing creative teams. Skilled at partnering with executives and agencies to align creative strategy with business goals and drive measurable ROI. Recognized for pioneering AI-enhanced design workflows and elevating brand presence in competitive markets. Bilingual in English and Spanish.

CORE COMPETENCIES

Creative Direction & Campaign Strategy • Brand Development & Visual Identity Systems • Integrated Marketing (Digital, Social, E-Commerce) • Consumer Engagement & Experience Design • Concept Development & Storytelling • Team Leadership & Mentorship • Executive & Cross-Functional Collaboration • Adobe Creative Suite • Motion Graphics • AI-Enhanced Design Workflows

PROFESSIONAL EXPERIENCE

CEO & Creative Director | Purple Cave Media

Feb 2025 – Present

- Lead creative vision and execution of integrated campaigns across digital, social, print, and experiential platforms, driving brand growth and measurable consumer engagement.
- Partner directly with executive leadership, clients, and agency teams to align creative strategy with business objectives and deliver clear, measurable ROI.
- Build and maintain brand guidelines and visual identity systems that strengthen consistency across every consumer touchpoint.
- Champion adoption of emerging design tools and AI-driven workflows, improving creative output speed and quality across the agency.
- Spearhead pitch presentations and new-business development, winning major accounts and expanding the agency's client portfolio.
- Deliver campaigns recognized industry-wide for creativity and storytelling in highly competitive markets.

Sr. Art Director | Walmart, Inc.

Mar 2020 – Jun 2025

- Directed creative strategy and design for digital marketing campaigns supporting national brands including Samsung, HP, Kraft, Purina, and LG, ensuring consistent alignment with business goals.
- Led and mentored a team of designers, driving professional growth and consistently top-tier creative output under tight deadlines.
- Managed 20+ concurrent projects, streamlining workflows and resource allocation to hit deadlines without sacrificing quality.
- Partnered with executive leadership, stakeholders, and national agencies to execute integrated campaigns spanning web, social, and e-commerce.
- Introduced emerging design tools and trends that measurably improved campaign engagement and team efficiency.

Art Director | Triad Retail Media

Sep 2013 – Mar 2020

- Directed end-to-end design for digital campaigns, delivering high-impact creative for Fortune 500 clients.
- Balanced client requirements with innovative design solutions, maintaining brand consistency across every touchpoint.
- Collaborated with account managers, developers, and external agencies to consistently meet deadlines and budget targets.
- Elevated customer engagement through strategic visual storytelling and optimized digital assets.
- Mentored junior designers, fostering skills growth and a collaborative, high-performance creative culture.

EDUCATION & LANGUAGES

B.A. with High Honors, Graphic Design — Art Institute of Tampa, 2008

English (Fluent) • Spanish (Fluent)