

# CAROL BENITO

Art Director and ex-pro tennis player



## EXPERIENCE

### CACTUS

AUG 2021 - DEC 2021

#### Art Director

- Worked extensively on clients such as Colorado Lottery, North Carolina Lottery, Vail, A-Basin, and contributed ideas for Christy Sports and more
- Designed and produced POS items, web banners, digital assets, social posts - static and animated, brochures, t-shirts and other merchandise
- Brainstormed and helped produce a large integrated campaign that included a tv spot, digital assets, social assets, POS and more.

### JUNG VON MATT - SPREE

APR 2021 - JUN 2021

#### Art Director Trainee

- Brainstormed the highest level campaign ideas for Hyundai and Blend-a-med that were chosen by Hyundai Global for launch in 2021-22
- Ideated several digital first campaigns for Hyundai's social platforms
- Pitched the idea that has been selected for award season 2022 by JvM

### LIFETIME FITNESS

2016-2020

#### Tennis Professional

- Coached national level junior players under 12, 14 and 16 and prepped juniors to successfully enter into top D1 universities on scholarship
- Ran the junior high performance academy program

### OLYMPIQUE DESIGN

2017-PRESENT

#### Founder

- Put together and directed a team of creatives for marketing projects
- Worked directly with large accounts such as HCL Health, a 2.6 billion dollar company and Instituto Hispania, the largest Spanish institute in India
- Taken on freelance graphic design and branding projects

### WORBOYS DESIGN

2016-2017

#### Project Manager

- Coordinated between graphic designers and clients largely within the real estate and non-profit industry in the US
- Drafted proposals, organized timelines, coordinated print, handled social media and internal website audits.



## EDUCATION

### MIAMI AD SCHOOL - MADRID

2019-PRESENT

#### Art Direction

Created many award winning campaigns and maintained a 3.5 GPA or higher in each quarter.

### UNIVERSITY OF MASSACHUSETTS, AMHERST

2012-2016

#### Bachelors of Business Administration in Marketing

Graduated with a 3.807 GPA, and made it to the Dean's List in all 8 semesters. I was also awarded the NCAA Academic All-American.



## CO-CURRICULAR

### PRO CIRCUIT CAREER

I competed in over 20 countries and ranked top 250 worldwide ITF Juniors and 1 in India, won 3 international titles and qualified for the Australian Open.

### D-1 COLLEGE ATHLETE

Played at the University of Tulsa (ranked 25 in the nation) and UMass, Amherst tennis team.

### Address:

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## CONTACT

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- carolabenito94@gmail.com
- carolbenito.com

## SKILLS

Illustrator

Photoshop

AfterEffects

PremierPro

InDesign

## AWARDS



## LANGUAGES

- English (Native)
- Spanish (Fluent)
- Hindi (Intermediate)

## REFERENCES

### Brian Watson

Cactus - Executive Creative Director

brian@cactusinc.com | +1 720-935-5353

### Yaz Tavatli

Lifetime Fitness - National Tennis Manager

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### Pedro Sattin

David - Art Director

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