BRANDON LOPERA

Design with Intent

Creative leader and former U.S. Marine with 15 years of experience building brands people remember. I direct brand strategy, integrated campaigns, and design teams for one of the world's most recognized travel brands, turning our vision into creative that reaches millions.

EXPERIENCE

2015 - PRESENT

SENIOR CREATIVE MANAGER | Royal Caribbean International, Miami, FL

- High volume management of specialized marketing assets, leading a team of 8 graphic/digital designers.
- Oversee 5 different client areas including

1. PRODUCT DEVELOPMENT

- From naming research to logo design to crafting an entire user experience, we've completed over one hundred fully integrated branding packages for new products, venues, private destinations and more.
- One of the core values specific to this area is to redefine modern cruising with innovative and guest centric design.

2. CASINO MARKETING

- Our inhouse output significantly enhanced the profitability and strength of Casino Royale marketing with proven results that allowed us to grow the team to 4 times its original size. The company continues to invest in our area and the creative department and staff continues to expand year over year.
- Two years ago, the sister brand Celebrity Cruises assigned its entire Casino account to our team, so I currently manage both brands. Once again, results and growth have been extraordinary.
- Casino publications include impactful direct mailers that reach millions of prospects, multiple weekly email campaigns, onboard activations and supporting assets for the casino loyalty programs of each brand.
- I've directed three successful dedicated photo shoots onboard our ships for both the brand and Casino Royale.

3. PRE-CRUISE SALES

- Targeting booked guests before they cruise, shipboard-focused engagement assets drive add-on sales via email campaigns, app takeovers, exclusive offers for products like beverage packages, specialty dining, shore excursions and more.

4. ONBOARD MARKETING

- The creative team creates and executes campaigns, manages digital and print communications, promotes strategies that drive engagement and delivers graphic assets, contributing to maximum guest satisfaction and onboard revenue.
- The main goal for this area is to enhance the guest experience onboard the ships by promoting events and activities while driving revenue generating offers.

5. DIGITAL MARKETING

- Our designers and copy writers support the digital marketing team with animations, CTV units, native interstitials, and Flashtalking initiatives
  through specific ad serving and tracking platforms used in digital advertising to drive our revenue through engagement and bookings.

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2013 - 2015

SENIOR ART DIRECTOR | Helium Creative, Fort Lauderdale, FL

- Developed branding packages from beginning to end and brought ideas to life across multiple platforms. Logo and visual identity design, case studies, brand guidelines, printed materials, email campaigns, and everything else in between. **heliumcreative.com**

2010 - 2013

GRAPHIC DESIGNER | Charter Enterprise, Greenville, SC

- Created visual content to support marketing, branding and communication strategies to promote several digital products such as high speed internet packages, phone and cable.

2004 - 2008

E6 STAFF SERGEANT | United States Marine Corps

- Managed supply chain operations, including procurement, inventory control, distribution of materials and highly confidential and sensitive government issued equipment. Ensured compliance with warfare regulations, supervised an entire platoon of Marines and maintained accountability of assets. My first duty station was in Iwakuni, Japan where I supported the Combat Support Squadron Detachment 36, I was later deployed to the Middle East for Operation Iraqi Freedom to provide logistical and security support to entire battalions in different regions of the country and finalized my contract at Camp Lejeune, NC.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA | 2010-2013

Bachelor of Arts, Graphic Design Studio

ISTITUTO EUROPEO DI DESIGN | Milan Italy, 2011

Minor in Graphic Design and Art History

GREENVILLE COLLEGE | South Carolina, 2008-2010

Associate of Science, Architectural Engineering