

Edward Gallegos

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Innovative and results-driven Creative Director with 10+ years of experience leading integrated creative campaigns, e-commerce production, and brand storytelling. Proven track record in concept development, cross-functional team leadership, photo and video production, and delivering high-impact digital content. Recognized for elevating visual identity, improving creative workflows, and building scalable studio solutions for top consumer brands.

CORE COMPETENCIES

Creative Direction • Art Direction • Visual Storytelling • Branding • Creative Development • Digital Campaigns • Prop & Food Styling • Set Design • Studio Leadership • E-commerce & Social Content • Team Management • Project Management • Photo & Video Shoots • Retouching • Creative Feedback • Adobe Creative Suite • Moodboards

PROFESSIONAL EXPERIENCE

Freelance Creative Director

Uncut Products, Inc – New York, NY | *Apr 2023 – Present*

- Led concept-to-execution of digital and social campaigns across multiple platforms for lifestyle and beauty brands.
- Directed photoshoots and video content; oversaw creative team, stylists, editors, and freelance contributors.
- Key clients: Lavazza, bareMinerals, Buxom, Laura Mercier, Toast, Seagrams, Body Armor, Fuji Film, Kikuichi Cutlery, ARCH.
- Developed campaign toolkits, styled product and food layouts, and optimized production timelines.

Lead Studio Art Director

Newell Brands – Hoboken, NJ | *Oct 2020 – Feb 2023*

- Directed in-house creative studio producing e-commerce, brand, and social content for major CPG brands.
- Led all phases of production from pre-visualization (storyboards, set design) to on-set talent direction and post-production.
- Supervised a team of retouchers and collaborated with photographers, ACs, and producers.
- Increased production efficiency while maintaining elevated visual standards across all assets.

Freelance Art Director

Newell Brands – Hoboken, NJ | *Jan 2019 – Oct 2020*

- Designed and styled sets for social campaigns and product photography.
- Managed prop sourcing, art department logistics, and food styling for lifestyle shoots.
- Directed shoots resulting in over 1,800 assets in 2020 alone.
- Played a key role in building and launching a new in-house photo/video studio.

Creative Director & Visual Artist

Edward Gallegos Creative – New York, NY | *May 2012 – Jan 2019*

- Delivered full-service visual solutions including photography, retouching, and graphic design.
- Produced visual content for social media, e-commerce, and look books.
- Notable clients: Elizabeth Arden, Wineberry America, Eloquii.

Social Media Creative & Graphic Designer

TPR Holdings – New York, NY | *May 2018 – Sept 2018*

- Created content for multiple brand social channels (Mally Beauty, Cargo Cosmetics, ybf, Zirh).
- Designed high-volume email campaigns and retouched e-commerce assets for product launches.

EDUCATION**Bachelor of Science – Photography**

Southern Connecticut State University – New Haven, CT