

# Domingo “Mingo” Echague

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## SUMMARY

Dynamic and results-driven creative leader with over 15+ years of multidisciplinary experience in corporate branding, advertising, and marketing communications. Currently serving as VP of Creative at Marino, where I lead a talented team in executing high-impact branding and creative campaigns for Fortune 100 companies, international brands, and nonprofit organizations. Proven expertise in brand strategy, creative direction, and cross-functional collaboration. Experienced in leveraging AI tools to enhance creative processes and deliver innovative solutions. Bilingual: Spanish and English

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## EXPERIENCE

### Vice President Creative

Marino | Mar 2023 - Present

- Lead and manage an in-house team comprising a social manager, social coordinator, senior graphic designer, senior content creator, and director of video.
- Collaborate with senior leadership, including SVP of Integrated Marketing, VP of Social, and Director of Advertising, to develop and execute comprehensive brand strategies.
- Oversee branding and creative design, social media strategy, and digital campaign execution for clients such as the Italian Trade Agency NY, JFKIAT Terminal 4, Mativ, Bono USA, De Nigris, Fratelli Beretta, and others.
- Solidified the brand development process at Marino, establishing a structured approach that includes brand manifesto and messaging (phase 1) and brand identity development (phase 2).
- Spearheaded creative offerings and pricing structure, enhancing the agency's market position.
- Collaborated with PR, social, and creative teams to strategize and launch creative campaigns for brands like New York Edge, Fratelli Beretta, and Bono..

### Art Director

Marino | Feb 2021 - Mar 2023

### Art Director

Nickerson | Nov 2016 - Apr 2020

- Created and executed branding and creative campaigns, including award-winning logos, websites, and digital designs.
- Successfully reduced costs through vendor negotiations, resulting in higher profit margins for the agency.

- Led creative projects for clients including Integrated Builders, Center Plaza, Visnick & Caulfield, A.W. Perry, The Preserve at Bay Club, Baystate Services, Shorenstein, and KeepSmilin4Abbie Foundation.
- Provided graphic and web design services, contributing to the launch of new branding initiatives and website projects.

### **Graphic Web Designer**

Nickerson | Aug 2015 - Nov 2016

### **Graphic & Experiential Designer**

Hitex Marketing Group, Inc | Apr 2014 - Jul 2015

- Designed and developed experiential marketing projects, including the creation of a 3D Johnnie Walker bar built at Antigua's new airport.
- Collaborated with major brands like Smirnoff, Ciroc, Baileys, Buchanan's, and others on creative displays and digital asset development.

### **Graphic & Web Designer**

Access Telecom | Jun 2006 - Sep 2013

- Managed tradeshows sponsored by Nokia and Samsung, coordinating design and branding elements.
- Created graphics, animations, and packaging for smartphones and tablets, enhancing product appeal and customer experience.

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## **SKILLS**

- **Leadership & Team Management:** Leading multidisciplinary teams, cross-functional collaboration, creative direction, campaign execution.
- **Brand Strategy & Development:** Brand manifesto, messaging, brand identity, creative offerings, pricing structure.
- **Creative Tools & Technology:** Adobe Creative Suite, Figma, Canva, SketchUp, Midjourney, Microsoft Office Suite.
- **AI & Innovation:** Leveraging AI tools for creative processes, member of the AI committee at Marino.
- **Project Management:** Budget management, vendor negotiations, timeline coordination.

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## **EDUCATION**

### **Florida International University**

Bachelor of Science (B.S.), Communication: Advertising / 2013 – 2015

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## **PORTFOLIO**

<https://mingoechague.com/>

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## **REFERENCES**

Available upon request.