



CALL (818) 692.1438 

LLOYD.BANDONILLO@GMAIL.COM 

WWW.LLOYDBCREATIVE.COM 

WWW.LINKEDIN.COM   
/IN/LLOYD-BANDONILLO-0B19701

### **Areas of Emphasis**

- Creative Leadership
- Brand Building & Expansion
- Print, Digital & Video Content Development
- Freelance & Full-Time Employee Relations
- Full Life Cycle Project Management
- Performance Marketing
- Brand Strategy Development & Management
- Package Design & Development
- Budget Development & Administration
- Client Relationship Management
- Consumer Goods and Licensing Development
- E-commerce strategy

### **PROFESSIONAL EXPERIENCE**

---

#### **Razor USA**

##### **Director, Brand Creative – Present**

As a strategic design expert, I skillfully execute design strategies for global marketing plans, encompassing various platforms such as e-commerce, digital, print, and packaging. My leadership abilities extend to managing in-house and external graphics teams, directing them to develop premium social media content and e-commerce artwork. I prioritize enhancing the consumer journey to the Razor brand through my expertise in creating immersive graphic designs across various touchpoints, including the point of sale and digital outlets.

##### **Selected Achievements**

- Created new standardized packaging for Razor, featuring the brand's signature ISTA brown boxes, resulting in a significant **30%** increase in retail.
- Ensured visual brand consistency across Razor's top e-commerce partners, including Walmart.com, Amazon.com, and Target.com, resulting in a remarkable **58%** increase in sales volume compared to pre-pandemic levels.
- Recognized as a prestigious **2021 USA Graphic Design Awards for Packaging winner**, showcasing outstanding creativity and design excellence
- Developed brand and marketing projects with Razor's executive team to create style guides and creative toolkits for domestic and international sales teams, enabling them to tell Razor's story effectively and consistently
- Directed end-to-end creative process for assets that supported all performance marketing channels and campaigns, producing high-quality, eye-catching graphic designs that made Razor stand out in a competitive market.
- Optimized development processes with internal and external creative teams, achieving an impressive 15% reduction in annual spending costs while delivering top-quality creative

---

#### **CRFTWRX Agency**

##### **Chief Creative Director – 2018-2020**

As a brand champion and storyteller, I utilize my knowledge of culture and trends to drive actionable tactics for our partners. I lead the agency, clients, and partners through the development of creative platforms and experiential and content-driven

*...continued...*

campaigns. My expertise in fostering valuable connections between clients and original work has enabled me to deliver omni-channel experiences for customers and partners. I stay ahead of the curve by maximizing opportunities offered by digital, social, and technology platforms and translating them into winning strategies and outcomes. My ability to think outside the box and infuse creativity into every aspect of the process has helped me drive success for clients and partners.

#### **Selected Achievements:**

##### **WORLD OF DANCE | World of Dance Fitness**

- Boosted membership retention and growth by **50%** in the first quarter of the World of Dance launch, through strategic implementation of engaging campaigns and tactics.
- Developed and launched a successful "go to market" strategy in the \$82B fitness category with the World of Dance executive team, utilizing social media campaigns, website, updated video content and production, consumer products merchandise, and live events.
- Achieved significant business growth and successful alignment of marketing and creative strategies through collaboration with the World of Dance executive team.

##### **Discovery Cube Museums:**

- Achieved remarkable results, with an average ROAS of **134%** for digital campaigns and a fully funded campaign ROI averaging **295%**.
- Attendance goals were exceeded by over **100%**, thanks to exceptional creative work, strategic planning, and efficient execution.
- Led creative efforts for digital and print campaigns across Discovery Cube Museums' social channels, strategizing and executing campaigns across key channels such as Facebook, Instagram, Twitter, outdoor advertising, and email marketing.

##### **Saban Brands**

##### ***Global Creative Director—Marketing & Consumer Products, 2017 to 2018***

I served in a multifaceted role around strategy development and execution, providing creative direction, partnership management, and complete life cycle project management. I developed and administered a creative budget; identified and propelled opportunities to control costs. Orchestrated cross-functional efforts in daily activities. Handled multiple concurrent design projects; led the development of style guides and 360-degree brand initiatives. Built and maintained positive working relationships with marketing and content production departments. Coached and mentored personnel in organizational and industry best practices. Tracked, identified, and acted upon untapped opportunities to drive process improvements and increase efficiencies. Brands supported included Power Rangers, Paul Frank, Rainbow Butterfly Unicorn Kitty, Treehouse Detective, Glitter Force, and CNCO.

#### **Selected Achievements:**

- Prioritized spending and collaborated with vendors to reduce project costs, delivering over **\$200K** in cost savings
- Designed and launched a turnkey consumer products program acquired by Hasbro, resulting in a **\$450K** increase in their CP program.
- Employed transformational leadership capabilities to centralize creative functions into one cohesive group; effectively maximized processes.
- Activated Boys/Girls softlines and hardlines categories to invigorate licensees and seize growth opportunities.
- Cultivated open and collaborative communication with senior decision-makers at high-profile entities such as Bandai, Funrise Toys, and Hasbro.
- Coordinated efforts with the content production team to define and create robust digital assets aligned with the Netflix requirements.

---

**Mattel, Inc.****Manager / Creative Lead – Brand & Packaging - Hot Wheels & Toy Box Team- 2009 to 2017**

A leader in managing cross-functional teams, I successfully optimized and grew a licensed brand portfolio worth \$400M and a key segment within the \$2.2B Hot Wheels brand portfolio. I provided guidance and training to a team of talented graphic designers, packaging engineers, and copywriters, establishing key performance indicators (KPIs) to track progress and ensure optimal performance. With my creative direction, we developed innovative branding and design strategies that enhanced the portfolio's performance.

**Selected Achievements:**

- Slashed packaging material cost by 20%; amounted to **\$1.2M** in production printing savings.
- Overhauled the approval process timeline in conjunction with licensors; increased approvals by 50%.
- Played an integral leadership role on the development of the worldwide workflow program, Mattel Digital Asset Management (MDAM) and Mattel Asset Exchange (MAX).
- Collaborated with a licensor to co-develop Cars 2 and Toy Story package style guides.
- Successfully designed, developed, and executed robust re-brand strategies for Hot Wheels, Matchbox, and Max Steel.
- I co-managed multinational teams, overseeing the package teams in Hong Kong, China, and Thailand throughout the creative process.

**Additional Experience**

---

**Otis College of Art and Design**

*Adjunct Lecturer – Toy Design Department | Package Design - Current*

**Educational Background**

---

Art Center College of Design - Illustration

CSU Long Beach – General Art

**Awards**

---

Winner - 2005 American Package Design Awards | Toy Packaging

Winner - 2016 American Package Design awards | TOYS

Winner - 2021 Graphic Design USA | Package Design