

Heather Arellano-Zapata

Creative Recruiter/Associate Creative Director

Recruiter, Creative, Maker, and Entrepreneur, based in Chicago with 20+ years of experience in agencies of all sizes, corporate in-house, and small design boutiques..

I Believe In

- Building diverse teams
- Collaborating & working well with others
- Personal humility
- Mindful meetings & interactions amongst team members and candidates
- An ego-less atmosphere to provide the best possible solutions for every need
- Treating others how you would want to be treated

How I Think

An always curious and lifelong learner, I approach my day-to-day with active listening, observing, and open communication which leads to effective and timely results. At the end of the day, it's about collectively helping teams and candidates in need, growing relationships that lead to positive company culture, and simply being a good person. I achieve the above by inspiring others, educating along the way, and always striving to make a positive change.

Experienced In

Disciplines

Creative Recruiting
Conceptual Creative
Creative Strategy
Integrated Campaigns
B2B & B2C
Direct Marketing
Multicultural/Hispanic Marketing
Shopper & Promotional Marketing
Social Media Campaigns
Cause/Philanthropic Marketing

Technical

SmartRecruiters
LinkedIn Recruiter
Environmental & Experiential Design
Final Art Production
Illustration & Retouching
Package Design
Trade Show Design
UX Prototyping/UI Design
General Video Editing
Fashion Design

Education

Rocky Mountain College Of Art + Design | Denver CO
BFA - Advertising & Design, Summa Cum Laude

Herstory

Leo Burnett | Creative Recruiter

April 2022-Present, Chicago IL

LicuadaWear.com | Founder/Designer

December 2019-Present, Chicago IL

HA! | Freelance CD/Designer

April 1999-Present, Denver CO/Chicago IL

Clients: Del Real Foods, Flourish Counseling & Coaching, Law Offices of Michael Bartolic, MacMurray & Beck Publishing, Ola Cré Skin, Rolinda Stotts Fine Art, Mile High Farms Fall Festival, Broken Shovels Farm & Sanctuary, Grupo Tlaloc Danza Azteca, BUCU West Chile Fest, OTG Boot-camp Gym, Toofeze Teether

Captura Group: Hispanic Digital Marketing Agency | Freelance Sr. Art Director

April-May 2018, June-July 2020, San Diego CA (remote from Chicago)

Clients: Kellogg's portfolio including Cheez-It, Keebler Club Crackers, Keebler Fudge Stripes, Rice Krispy Treats, Pringles, Walmart, Kroger. Fiesta Auto Insurance, Cache Valley Creamery

FCB/FCBX | Freelance Sr. Art Director

November-December 2018, June-August & October-December 2019, February-March 2020 Chicago IL

Clients: Coca-Cola portfolio, Michelob Ultra, HEB, Chicken Co., Comcast/NFL, Stella Artois, Bud Light

Civilian | Freelance ACD/Sr. Art Director

May-October 2018 & March-June 2019, Chicago IL

Clients: Blue Cross Blue Shield Association, G4 by Golpa, University of Chicago Booth, Cancer Treatment Centers of America

Natural Grocers By Vitamin Cottage | In-House Sr. Art Director

Oct 2016-Jun 2017, Lakewood, CO

The Integer Group | Art Director (Hispanic & General Market)

May 2012-Aug 2015, Lakewood CO

Clients: P&G Portfolio, Miller-Coors Portfolio, Kroger, LALA Foods, Target, Walmart, Costco, HEB

Huemanitas | Freelance Art Director

Oct 2009, Denver CO

Clients: Pizza Patrón, and Conjure Cognac

The Integer Group | Freelance Art Director (Hispanic Market)

July 2008-May 2012, Lakewood CO

Clients: Miller-Coors Portfolio

Sterling-Rice Group | Art Director

Mar 2007-Oct 2008, Boulder CO

Clients: The Children's Hospital, Waterpik, Vans Waffles

Additional experience available upon request.

Inspire | Educate | Positive Change

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