



# GREGORY BEVINGTON

SR. PRODUCTION ARTIST | DESIGNER

Over 20 years of experience leading high-impact design, art direction, and production for top brands like **Pepsi**, **Gatorade**, and **Burger King**. Expertise in **Adobe Creative Suite**, concept development, and project management, ensuring exceptional results across digital and print media. Known for driving major campaigns and fostering team collaboration to enhance brand visibility and consumer engagement.

## Employment History

Jan 2020 - Jun 2024

### Sr. Production Artist

Motive: A Project Worldwide Agency | Los Angeles | Remote

Delivered high-impact creative solutions for renowned brands including **Pepsi**, **Mountain Dew**, **Brisk**, **Gatorade**, **Moet Chandon**, **Pacifico**, and more.

- Spearheaded the creative execution for **Pepsi's** snacks division, leading to groundbreaking work for **Ruffles**, **Lays**, and **Fritos**.
- Designed and produced comprehensive presentation decks for brands like **Pepsi**, **Starry**, **Gatorade**, and **Corona**.
- Managed large-scale POP projects for **Moet Chandon**, **Gatorade**, **Rockstar**, and **Mountain Dew**.
- Directed packaging design initiatives for **Corona**, **Pacifico**, and **Abasolo**.
- Led post-pandemic activations for **Ruffles/Mountain Dew/NBA**, **Pepsi/NHL**, and **Quaker/NFL**.

Mar 2008 - Jan 2020

### Associate Creative Director / Studio Director

Pitch | Culver City | On-Site

Managed and mentored a growing creative team, scaling from 4 to 6 members, while overseeing diverse production needs. Transitioned from Associate Creative Director to Studio Director as the agency expanded from a promotional company into a full-service advertising agency.

- Developed and executed campaigns for high-profile clients such as **Burger King**, **Asics-Onitsuka Tiger**, **Behr Paint**, and **Nestle**.
- Led creative efforts for kid-friendly properties, producing materials for brands like **Spongebob Squarepants**, **The Simpsons**, **Barbie**, and **Hot Wheels**.
- Directed the production of a wide range of assets, including TV commercials, presentations, POP, trade shows, digital content, and packaging.

2002 - 2007

### Sr. Art Director

Equity Marketing | Los Angeles | On-Site

- Led creative re-designs for packaging and branding on brands like **Scooby Doo**, **Samurai Jack** and **Powerpuff Girls**.
- Spearheaded launch of **Baby Einstein** line of infant and toddler toys, achieving significant market penetration.
- Transitioned to **Burger King Kid's Meal** promotional business, leading competitive pitch presentations for properties like **Star Wars**, **Indiana Jones**, and **Iron Man**.
- Streamlined production processes, resulting in significant efficiency gains and output increases.



GREGORY.BEVINGTON@GMAIL.COM | WWW.GBEVINGTON.COM | 213.926.4617

