**Professional Summary**

I am a lifelong learner dedicated to using my artistic ability, strengths and characteristics to enhance the quality of life of the community and positively shape the minds of communities to help formulate tomorrow’s leaders and cultivate the leaders of today.

I have made it my life long pursuit to build, shape and mold a new tomorrow within the youths of our community the art and creativity. It is imperative that we create the healthy village for change.

Art and Community go hand in hand, it in in that measure of totality that we shape the minds of each generation. These generations formulate the next destined leaders of our future. It is very important that we shape and mold their character with the proper sustenance that and iron will to not only lead but also become problem solvers within the community. These Individuals are the center of a new oncoming universe.

Art is a Life long Pursuits and I have made it my life long pursuit to build shape and mold a new tomorrow within the youths of our community. It is imperative that we create the healthy village for change.

We face a troubling time and it is that we must control most time… its the ever eluding dream of memories in time, it is in that instant of the moment that we must awaken to creating th   the dreams of our future. In simple, I am creating what was told to me by my ancestors in resemblance of their dream. And so I instill creative ways of resolve within the youth. I will teach them to remember what other forget.

True power will never need an introduction. True power is felt at that first meeting

That first vision, that first anticipation of change. It lies within the confines of our imaginative selves not being distracted from our own greatness.

~Rasta Asaru EL

Ego is a Beast Chained to pride, Release it! It only works for itself…

~Rasta Asaru EL

**Areas of Expertise**

***Program and Event Development and Management***

* Develop and implement Art workshops and events to provide to the Inglewood community under the Creative House Non Profit for community enrichment and advancement
* Educate and train prospective instructors on the rules and regulations on the required fields of workshops and educational performance
* Develop strategic partnerships with other CBO’s local government officials and public serving organizations for event collaboration and greater impact.

***Small Business Ownership and Management***

* Business location and Site Procurement
* Facilities Manager of 4,300 square feet in operations
* Train maintenance Personnel on general upkeep of the Facilities interpersonal programs and art supplies.
* Development accounting system, management non-profit and for-profit budget and funding, balance ledger and operating budget and expenses.
* Responsible for the purchasing and payment for all workshop and program expenses.
* Manage and supervise professional staff and volunteers on The Creative House procedures and program implementation with emphasis to art study with regards to young adults and seniors.
* Write job instructor descriptions, practices and develop HR policy.

**Areas of Expertise Cont.**

**Training Development and Facilitation**

* Co-create Marketing Collateral Material for Affiliate companies.
* Managed Marketing ads for the Black Cotton interpersonal I.e. banners and various other inter-department media. Create Key Art
* Direct movies and photography of media and publications.
* Educate staff on film and movie footage editing for documentaries and shorts
* Manage a team of artist on projects for company development and client base projects on Knowledge of RGB, CMYK, and Pantone Color System.
* Manage Layouts for press (print size, view & bleed requirements).
* Manage teams on color correction, retouching and proofing, post-script, PDF workflows for final output production.
* Educate on the print process of promotional media utilizing the fiery 5.7 software printing system of imposing.
* Setting a cohesive creative vision and standard for projects and product for media companies.
* Working closely with Business Development teams and clients as a liaison to the creative department, helping the creative department sell their best digital solutions to our clients.
* Manage all designers, including but not limited to both creative mentorship, design direction, staffing and general managerial duties needed to run the design department.
* Provided leadership/motivation and conveys the vision and values of The Creative House Gallery design present and future to all necessary team members.
* Lead product-focused brainstorms with aim of directing staff to produce digitally driven ideas with relevance to intended target audiences.
* Educate staff as company lead to provide clear and objective critiques of creative work during development of products to help communicate industry trends and techniques.
* Define key user requirements in order to support product design Participates with high-level use case definition, prototyping, and other activities to capture and develop user requirements and integrate these into the product design.

**Areas of Expertise Cont.**

**Art Creation, Exhibit and Gallery Management and Curator**

* Recruit, manage and develop staff and business development team
* Co-create Marketing Collateral Material, Managed Marketing personnel
* Supervise Film Edits and movie footage for documentaries and shorts.
* Manage broker printing pricing and outsourcing of jobs.
* Create Corporate Base Websites for Financial Institutions.
* Gallery Visual Artist liaison for Exhibitions and show
* Custodian/Curator of a Gallery artifacts and or media
* Supervise Digital Rendering (Illustrator, Photoshop, and Corel Painter)
* Co-Create Marketing Collateral Material for in-station companies.
* Oversee marketing ads for interpersonal I.e. banners, Postcards, Letterhead, Billboards.
* Supervised the implementation of Logo Designs and 2D renderings.

**Outreach and Education**

Community Liaisons Program Director

* Developing guided tours, Curate walking tours for specific audiences and the general public for the creative house gallery.
* Develop Sculpture curriculum students ages 10 – 17
* Develop Paint therapy program and access for Senior Centers.
* Host Art Share meetings for Inglewood, Gallery and Civil Liaison.
* Curate private events for gallery and city officials.
* Formulate Strategy and tactical guide for business brand management.
* Develop branding strategies for new and established businesses / companies
* Oversee Development and strategies on demographic based Ads & Campaigns, Social media platforms, Video Commercials.
* Direct company personnel create page structure for publishing, copy edits, and key art design.
* Educate company personnel on Layouts for press (print size, view & bleed requirements).
* Recruit, manage and develop staff and business development team.

**Work Experience**

* The Creative House, Curator/ Digital Designer

<http://www.thecreativehouse.org/> CA 2016 – Present

* Black Cotton Media, Creative Director,

<http://www.blackcottonmedia.com> Los Angeles, CA 2011 – 2016

* Digital Insight, Graphic Designer Carlsbad CA

<http://www.digitalinsight.com> (Contract) Calabasas, CA March 2009 – December 2010

**Education and Training**

* Santa Monica College – Santa Monica CA Associate Arts Degree (1996-1998)
* Platt College – Los Angeles, CA Multimedia Design Certifications (2001-2003)
* Dickson Studios – Compton, CA Sculpture and Fabrication (1999-2002)

**Personal Skills**

Program Development

Event Planning and Coordination

Budget Creation, Tracking and Management

Presenter, Instructor, Public Speaker

Marketing, Social Media Mgmt. and Website Design

English - Proficient: Read, Write, Speak

**Software Platforms: OSX** | **PC**

Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, MS Word, MS Power Point, Bryce, Poser, Final Cut Pro X, Premiere, Keynote, Filezilla, Suitcase Fusion, Acrobat, Lightroom, Fiery 5.7, Swish, Wix PRO, Google Docs, Spark Page, Spark Video

**Additional Information**

Publications, Projects, Mentions

Identify Theft 2019 - A visual coffee table book on sculpture written by Michael Chukes

Cash in on Cashews 2018 - A Cook Book Published written by Celebrity Chef Babette

The Creative House Art Gallery 2016  – Founded in July 2016 in Inglewood CA, by Rasta Escott EL

Group Art Show 3D” 2016 - Featured artist in-group show curated by Charles Dickson.

I Speak Art“ 2016 - A film documentary on the Art/Creation process of artist, Michael Chukes, Charles Dickson, Teresa Tolliver, Timothy Washington, Toni Scott, Joseph Sims, Leigh Adams

The woman who would be king” 2016 - Trailer Monologue Short Featuring Esosa E./ Smithsonian

Johnny Gill Tour Book” 2015 - Graphic Photography Tour Book for Musician Johnny Gill

Jem and the Holograms” 2015 - Character renders on the late 80’s comic TV animation for Hasbro

Saints of Winter Valley” 2014 – A documentary on the Graphic Novel written by Author MD Marie

Chained“ 2014 - A Movie/Film short both written and directed by Rasta Asaru EL

Abuse” 2014 Film short on the life of a recovering batter woman that takes place in the 60’s

The King Snake” 2014 - Screenplay, King Snake Written by MD Marie Directed by Rasta A. Escott EL

My Spirit is me” 2014 - A children’s book on spiritual coping skills.

Saints of Winter Valley Book” - 2013 Comic /graphic novel written by author MD Marie.

Black Cotton” a Documentary 2013 – documentary on the coffee table book “BLACK COTTON”

Black Cotton Book” 2013 - A Photography book written by Rasta Asaru Escott El

KJLH” - Dominique Diprima - Interviews about the book black cotton and the documentary

### Blog Talk Radio” - Evening with Ella, -Interview about the Book Black Cotton and upcoming documentary

**Websites:**

[http://www.thecreativehouse.org/aboutRasta](https://www.thecreativehouse.org/copy-of-about-us)

<https://www.behance.net/rastaasaru>

[https://www.linkedin.com/rastaasaru](https://www.linkedin.com/in/rasta-asaru-escott-el-69aa6511/)