

JOSHUA SERRANO

Creative Director · Brand Marketing

Ventura, CA · (805) 302-9613 · joshuacserrano@gmail.com · joshuacserrano.com

SUMMARY

Creative director and brand marketer with 5+ years leading identity, campaigns, and brand programs for consumer-facing craft beverage, spirits, apparel, and hospitality brands across Southern California. End-to-end operator — carrying strategy, identity, packaging, campaigns, and digital from first sketch to shipped product. Founded **tono Studio**, my creative agency, in 2025 to direct brand and design work for consumer clients. At **Good Boy Golf**, integrated brand and performance marketing drove 100%+ revenue growth two years running. Portfolio spans **Tarantula Hill Brewing**, **Channel Islands Distillery**, **The Pizza Cookery**, **Harbor Beauty**, **Tokyo Bikini Bar**, and **Good Boy Golf** — viewable at joshuacserrano.com.

EXPERIENCE

tono® Studio, Founder / Creative Director

2025 – Present

- Founded and lead a creative agency building brand systems, packaging, and campaign work for consumer-facing F&B, retail, hospitality, and lifestyle clients — from strategy and identity through shipped product.
- Direct designers, developers, and freelance creatives across simultaneous engagements; build the systems, templates, and feedback rhythms that keep craft consistent as the team scales.
- Serve as the strategic brand partner and creative lead for clients including **Channel Islands Distillery** (revived spirits brand), **Harbor Beauty**, and **Tokyo Bikini Bar** — concept through production.
- Integrate AI creative tools (Claude, Midjourney, Adobe Firefly, Runway) into daily workflow for concept exploration, iteration speed, and production support.

Good Boy Golf, Brand Manager / Creative Director

2023 – Present

- Built the brand from a blank page into a full identity system — visual language, packaging, e-commerce, campaigns, social, email lifecycle, and partnership drops — for an emerging sports-lifestyle apparel brand.
- Own brand strategy and performance creative — write creative briefs, iterate against campaign data (CTR, CPA, conversion), and shape the **Good Boy Golf** voice across every consumer touchpoint.
- Manage a creative team of 3 (videographer/editor, social media manager, graphic designer); direct photography, video, and ongoing content production.
- Design-led brand execution drove 100%+ revenue growth in Year 1 (2024) with projected 100% growth in Year 2 (2025).

Tarantula Hill Brewing Co., Brand Manager

2021 – 2026

- Owned brand and marketing end-to-end for a Southern California craft brewery with customer-facing taproom and secondary brewing facility — identity, packaging, seasonal launches, digital campaigns, in-taproom experience, and retail collateral.
- Coordinated with wholesale distributor partners under a three-tier distribution model; developed sell sheets, retail merchandising assets, and brand sales tools that connected brand work to velocity and distribution.

- Managed a creative team of 3 (social media manager, videographer/editor, photographer/content creator) plus a graphic design team through a partnered agency; ran weekly production, shoot direction, and creative QC.
- Shipped 20+ seasonal and limited releases per year with consistent brand expression — packaging design within TTB and state alcohol labeling requirements, cross-functional coordination with production and operations.

Vonazon, Graphic Designer

2021

- Full-time at Ventura-based marketing agency, producing multi-channel campaign work — social, email, web, packaging, and print collateral — for a portfolio of B2B and B2C clients. Daily collaboration with copywriters, account leads, and media buyers at agency pace.

CORE CAPABILITIES

Brand Strategy & Identity Systems · Creative Direction & Art Direction · Campaign Development & Integrated Marketing · Packaging Design & Print Production · Performance Creative & Testing Loops · Social-First & Lifecycle Marketing · Team Leadership & Player-Coach Mentorship · Cross-functional Partnership (Marketing, Product, Ops, Sales) · Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere) · Figma · AI-Assisted Creative Workflows (Claude, Midjourney, Adobe Firefly, Runway) · Vendor, Printer & Agency Management · Executive Presentation & Client Partnership

SELECTED CLIENTS & BRANDS

Tarantula Hill Brewing Co. · Good Boy Golf · Channel Islands Distillery · The Pizza Cookery · Harbor Beauty · Tokyo Bikini Bar · Full portfolio at joshuacserrano.com

EDUCATION

Cal State University Channel Islands · Bachelor of Graphic Arts · 2019 – 2022

Ventura College · Associates in Studio Art · 2016 – 2019

CERTIFICATIONS

The Trade Desk · Trading Academy Certified — Professional & Practitioner · 2021