Billy Aberle.

Creative Director & Photographer

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Brand • **Campaigns** • **Photo & Video** • **Digital & Social** • **Print & Packaging** • **OOH & Experiential**

01 Profile

Creative director and photographer specializing in hospitality, food, beverage and entertainment.

Expertise in creative strategy, brand identity, art direction and content production.

10+	75+	8	20
years in brand, campaign and content	brands and clients across my career	hospitality brands I lead today	restaurant locations across them

02 Experience

June 2025 – Present
Upstream Hospitality Group
Long Island, NY

Creative Director

Lead creative direction and content production for a multi-brand hospitality portfolio, including 9 Tap Room and 11 Bango locations. Manage and produce graphic design, photography and video across digital and print. Additional brands include The French Workshop, Salt Shack, Surf Shack, The Boat Yard, Overlook and Island Time Hospitality.

July 2021 – Present
Freelance
New York, NY

Creative Director

Lead creative direction, brand development and content creation for hospitality clients including Virgin Hotels, The Ivory Peacock, Ploume, Tavern on Jane, Akdeniz Mediterranean, Aitana and The Riff Raff Club. Combine graphic design, photography, video and digital marketing. Additional campaign work spans digital, print and experiential platforms for SiriusXM, Verizon, Xfinity, the NBA and entertainment clients.

July 2022 – May 2024
Fishbowl Inventory
Remote

Senior Creative Designer

Led a multinational rebrand across the US and APAC, implementing brand identity standards across marketing, product, website and sales collateral. Managed a team of four, directing digital marketing creative, event branding and cross-functional design support to maintain brand consistency.

Nov 2021 – July 2022
Wasserman (Freelance)
Remote

Senior Designer

Developed graphic design and campaign assets for AT&T, Wells Fargo and Lego, supporting brand marketing and partnerships through visual storytelling.

April 2018 – July 2021
Horizon Media
New York, NY

Creative Designer

Produced digital and 3D experiential design for more than 45 clients at Scout, Horizon's in-house sports and entertainment agency. Led creative development and execution for Qatar Airways, Geico and NewYork-Presbyterian across digital and experiential marketing.

March 2017 – March 2018 Designer, Breakthrough Productions
Oct 2016 – Dec 2016 Designer, The Sunshine Company

03 Skills & Education

SELECTED EXPERTISE

- Creative strategy & art direction
- Brand identity
- Photography & video
- Digital marketing
- Experiential design & packaging
- Team leadership, projects & budgets

TOOLS

AI: Claude, Claude Code, ChatGPT, Gemini, Grok, Adobe Firefly.

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom, Acrobat, XD. Figma, SketchUp, Twinmotion, Microsoft Office, Google Workspace, Asana, Monday, Slack.

EDUCATION

MA Creative Advertising
Falmouth University · Falmouth, UK · 2015–2016

BS Arts Administration
Wagner College · New York, NY · 2013

Good taste goes a long way.

Work at billyaberle.com