

CARLOS CONTRERAS - CREATIVE CONSULTANT



Carlos Contreras is the Owner Operator of Immastar Productions, a catalytic presence in the Albuquerque and New Mexico art scene for over 15 years. Contreras as an individual is a WKKF Kellogg Foundation Fellow and an inaugural member of their Community Leadership Cohort (2012) - A career educator both at the high school and collegiate level - A nationally awarded and recognized performance poet (2005 PSI National Slam Champion Team Member, 2006 CUPSI Collegiate Slam Champion Team Member), published author, Time Served (2014) - and an acclaimed visual artist (2016 Veterano Sanctuary, ABQ Museum Permanent Collection).

Contreras' artistic abilities teamed with his background in education and performing arts have provided for a career ripe with community engagement. Most recently Contreras worked in the office of current (2018) Albuquerque Mayor, Tim Keller, as his Director of Marketing and Innovation for the City of Albuquerque.

Contreras' work for the City of Albuquerque involved strategic thought and actions related to small business support, community engagement in municipal decision making, and organic growth and development of systems that fostered authentic and genuine Economic Development. Much of this work can be pointed at as the implementation of the idea and philosophy of "One Albuquerque."

Contreras' is a career educator, artist, and advocate for things, people, places, and voices that need amplification and increased visibility. His processes and engagements will produce higher visibility, instill and foster trust in and through communities, and deliver benefits that are long lasting and sustainable.

CAPABILITIES:

- Understanding complex problems/challenges and identifying opportunities for creative solutions.
- Providing regular or intermittent/project specific creative input and strategic thought/support via email, video and voice calls, or in person.
- Identifying tools and resources that will optimize client performance and efficiency as related to the project at hand and the overall end product or result.
- Identifying points of inquiry about weaknesses, perspectives, and messages in a campaign, design, or project, and suggesting angles, approaches, and adjustments for sake of clarity, strength, and authenticity.
- Collaborating with clients and other specialists, but also completing tasks and delivering results solo.
- Priding myself on my level of communication and flexibility.
- Remaining open to feedback and criticisms.
- Defending creative decisions with context and experience to point at and trust.
- Preparing presentation and design materials for pitches to clients and stakeholders.

DIFFERENTIATORS:

- Nearly 20 years of experience in the creative economy as an artist, small business owner, NPO employee, government employee, and private business employee. I've been in all the seats at the table.
- Vast network of creators, executive level leadership, grass-roots organizers, and more - when connections and the ability to connect with a multitude of personalities is key, you will not be disappointed.
- Professionalism, timeliness, and common courtesy are priorities.
- Small B2B advocate - when you contract with me, a number of small businesses stand to benefit from our engagement - every time!

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*Pricing for all projects is evaluated on a project by project basis - hourly rates for tasks identified within an agreed upon and approved Scope of Work is possible for means of accounting purposes.