



GERARDO GARCIA-JURADO

creative

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Professional Experience

The Trust For Public Land

San Francisco, CA
Sept. 2018 – Present
Non for profit organization

American Marketing Association, San Francisco Chapter

Dec. 2018 - Present
Multidisciplinary creative agency

Affinity Creative Group

Mare Island, CA
2017 – 2018
Multidisciplinary creative agency

Creative Consultant

Denver, CO
Oct. 2016 – Sept. 2017

The Integer Group

Denver, CO
2010 – 2016
One of the World Largest Promotional
and Shopper Marketing Agencies

**Industry-wide reputation as a consummate leader, award-winning creative/
design director, and client-centered collaborator with demonstrated talents
for successful global brands and campaigns.**

Demonstrated branding excellence directing and implementing broad range of innovative campaigns, brand building, team leadership, and mentorship. Strategic and marketing-minded creative executive capable of understanding both business operations and creative side of business solutions. Success developing brand-building solutions for Kellogg's, IBM, Heineken, and Non-profit. Multicultural expert with global perspective and Bilingual in English and Spanish

- Full Life Cycle Project Management
- Award-Winning Creative / Design Direction
- Major Client Brand Portfolios
- Team Building and Proven Leadership Skills
- Excellent Presentation Skills
- Building Client Rapport
- Brand and Corporate Identity Steward
- Business-Savvy
- Insight-driven thinker
- Advertising / Promotions / Retail Marketing

Creative Director

Oversight and developed all branding and visual communication for the organization.

- Redefine and repositioned the brand and oversaw the visual communication strategy.
- Define the new brand positioning according to the new organization's strategic plan based on the new audience research.
- Standardize organization's look and feel by developing the brand guidelines for photo, video, illustration, typography, animations, and visual.
- Build a more reliable connection between the organization and donors through compelling and emotional content.
- Increased 12% online conversion donations from the past year by creating a more emotional campaign message.

SVP of Marketing and Communications / President Elect (July 2020)

Increase brand awareness and membership by converting SF marketing professionals through unique and creative campaigns utilizing inbound strategies. In charge of managing a team and the budget according with the social media and experiential objectives..

Chief Creative Officer

Established and solidified agency's brand positioning, mission and vision statements.

- Built and maintained a robust highly-creative department by defining goals, making an interdepartmental collaboration structure, motivating the team, and creating a trust-based culture.
- Helped identify and pursue new business opportunities from current and new clients.
- Developed successful brand-building programs to solidify online and in-store presence for brands like Woodbridge, Ménage à Trois, Robert Mondavi, and Anchor Steam

Independently, single handedly, created and led Emmy-award winning TV Spot for Colorado Department of Transportation PSA campaign.

- Spearheaded TV, radio, and OOH "Don't Drive Under the Influence" PSA campaign for CDOT
- Created, designed, and developed OrganicGirl green water product launch campaign.

Associate Creative Director

Led and developed several creative insight-driven global marketing campaigns for Kellogg's and MillerCoors with a primary focus on digital advertising, social, and event marketing promotions.

- Oversaw successful regional integrated marketing campaign development, design, and execution for MillerCoors beer portfolio.
- Re-branded Coors Light and Miller Lite (the white can).



- Drove team in the ideation and execution of Kellogg’s EFFIE-award winning campaign, “From Great Starts Come Great Things.”
- Designed special Olympic packaging that brought over \$2MM in incremental sales, while the retail program drove along with a 40% share growth in key customers.
- Helped in the creation of engaging and share-worthy social posts during the Olympic program reaching over 1 Billion impressions during the entire campaign.
- Recipient of several awards, including 2012 Gold EFFIE for Walmart Kellogg’s Back to School Promotion (“Feed their Imagination”), 2012 Grand I Award, and Integer’s Best Campaign (“Kellogg’s The Start USA”).

Grupo EÑE de Comunicación

Mexico City, Mexico
2010

Multinational Advertising Agency
(Joint Venture of EURO RSCG)

Director of Operations

Developed key marketing and branding strategies as an executive leader of operations and processes.

- Fostered key client relationships and managed business development, branding and corporate identity refinement, and team creativity improvements.
- Commended for developing/ implementing revitalized BBVA Bancomer corporate/ brand identity.
- Established a strong agency through effective staff recruiting.
- Created and executed award-winning Libretón 360o campaign taking it to a 4.5% increase in accounts opened in six months.

Alcone Marketing Group

Darien, CT.

Oct. 2004 - May 2008

Activation/Advertising Agency

Creative Director

Led the creative team in the creation and execution of successful award-winning national and regional programs (promotions, sponsorships, point-of-sale, events, packaging, shopper, and consumer marketing) for Hasbro, Campbell’s, Coppertone, Heineken’s Mexican beer brands, and Pernod Ricard’s spirits, targeting general and Hispanic markets.

- Developed and executed Dos Equis’ The Most Interesting Man in the World campaign. Heineken’s most successful USA campaign.
- Created award-winning in-store promotions, including cross-merchandising, POP, and floor displays for chain stores, e-stores, and ethnic stores (bodegas and carnicerías).
- Increased revenue by activating a network of overseas vendors to lower production costs and improve competitive positioning.

Additional Experience

Creative Director – Principal – TOP MIND Branding – (1992 – 2001 & 2008 – 2010) – Mexico City

Creative Director – BRANDAU MARKETING – (2003 to 2004) – Tampa, Florida

Marketing Manager – ALMAR SALES – (2001 to 2003) – New York, New York

Education

Master’s in Marketing, ITESM, Mexico City, Mexico

Bachelor of Arts in Graphic Design, Anahuac University, Mexico City, Mexico

Professional Development

Digital Marketing: Customer Engagement, Social Media, Planning, & Analytics, Columbia Business School

Direct Marketing, Fashion Institute of Technology

Advertising, Parsons School of Design/School of Visual Arts

Professional Recognitions

- **2018 NIELSEN DESIGN IMPACT AWARD** - Robert Mondavi Private Selection Label Re-design
- **2017 EMMY AWARD** - Best PSA Single TV Spot: Colorado Department of Transportation
- **2012 GOLD EFFIE** - Walmart Kellogg’s Back to School Promotion: Feed their Imagination
- **2012 GRAND I AWARD** - Integer’s best campaign: Kellogg’s The Start USA
- **2008 GOLD MEDAL** non-permanent piece at POPAI Show, Las Vegas, NV, USA
- **2012 BRONZE HUB PRIZE** for Walmart Kellogg’s Back to School Promotion: Feed Their Imagination, USA
- **2012 BRONZE EFFIE** - Kellogg’s Olympic Campaign, USA
- **2006 Third Place: Best Display POP Show**, Chicago IL. USA