

Eduardo Gomez
Creative

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EXECUTIVE SUMMARY:

As an Associate Creative Director and Art Director I've developed strategic creative campaigns with market insight knowledge with a collaborative, team-oriented approach to the creative process. Working side by side developing creative ideas with strategy teams to enhance advertising campaigns on all media (360 approach). With more than 20 years of experience as a hands-on creative I've managed creative and production teams for highly regulated industries such as: Automotive, Telecommunications, and Healthcare in addition to clients in the CPG & Beverage industries in multicultural markets in the US and Latin America.

WORK EXPERIENCE:

Zubi Advertising - Miami- FL

March. 2013 to Present

Associate Creative Director:

Responsible for Ford California Dealers Association account for the Hispanic and general market. Present to board of directors on monthly basis. The Board consists of 12 Top Executives including, CMOs and dealer owners. As a hands on creative I developed creative campaigns based on strategic findings for: TV, Radio, Print and Digital. Supervise monthly TV and Radio productions. I also write copy for Radio and TV.

Anderson Direct Marketing - San Diego, CA

Feb. 2011 to Feb. 2013

Sr. Art Director:

Worked on direct marketing campaigns; web, email and print. Helped with new business development for national accounts. Developed corporate image for Anderson DM. Clients: Wellpoint/Blue Cross Blue Shield, FedEx Office, and AT&T business to business.

Freelance / Consultant - San Diego, CA and Miami, FL

March 2009 to Feb. 2013

Creative Director:

Independent contractor and hands-on creative developing advertising and promotion campaigns for Azteca Mobile, Azuña Tequila, One Hope Wine, LG, Infosonics, VeryKool Cellulare, Travel Host Magazine. Also working on Hispanic creative for cable industry, clients such as: Cox Communications, Bright House Cable and Comcast Cable. Responsible of: translations, direct mail, brochures, program guides, and magazines.

AIM - San Diego, CA

May 2007 to March 2009

Creative Department Manager:

Managed creative department and freelance teams. I was part of the new business development team, participating on pitch and strategy presentations. Worked on advertising and promotional campaigns for the US Hispanic Market, clients such as: Sony, Campbell's, Gamesa (PepsiCo), AAA of California, J&J, etc.

EMG Ethnic Marketing Group - Valencia, CA

Dec. 2005 to Jan. 2007

Creative Director:

Managed creative department. Worked closely with strategy team to develop collateral materials for promotional campaigns for national clients such as: ConAgra Foods, Dewalt Tools, Kern's Nectar, Magnolia, USG Sheetrock, etc.

EGE Creative - Miami, FL

May 1999 to Dec. 2005

Creative Director/Sr. Art Director:

Managed a staff of 6 in the creative department. Helped the company with new business development and account services. In charge of creating new advertising campaigns. Directed photo-shoots and directed and produced TV commercials and events. Clients: Samsung Electronics, BenQ, Quaker, Sony, Billboard TV Latino, Brightstar, Canon, MasterCard, Mis Antojitos, Cisco Systems, DirecTV, etc.

EDUCATION:

1 year of college in web and multimedia. Attended Platt College, San Diego (2011-2012)

2 years of college in Advertising. Attended Cerritos C. C. (1994 - 1996)

2 years of college in Advertising. Attended Glendale C. C. (1992 - 1994)

3-month internship/scholarship with Walt Disney in Burbank, CA 1993. I directed a group of 60 high school students to develop concepts and paint murals for the Glendale school district.

SKILLS:

Bilingual copywriter, great communication skills in English and Spanish. Some Portuguese. Good eye for photography.

TV Commercials Director.

Programs: Adobe CC: Photoshop, InDesign, Illustrator, Premier Pro, Edge

Animate. Microsoft Office. Front-end web design and concept development.

FREELANCE/CONTRACT:

Creative Director for seasonal projects for: Market Vision (Miller Lite), FCB Latin America (Samsung), Siboney US Hispanic (Quaker), McCann-Erickson (MasterCard), La Gente de RLR US Hispanic (Verizon), Cheil Communications World Wide (Samsung), TravelHost Magazine, Latinolandia USA, SWIRE (COX), etc.

REFERENCES: References upon request.