

Eduardo Gomez
Creative Director
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PROFESSIONAL PROFILE:

Accomplished Associate Creative Director and Art Director with over 25 years of hands-on experience in developing strategic creative campaigns. Demonstrated expertise in collaborating with cross-functional teams to enhance advertising campaigns across various media platforms. Proven track record of success in highly regulated industries such as Automotive, Telecommunications, Healthcare, and Consumer Packaged Goods & Beverage, focusing on multicultural markets in the US and Latin America.

WORK EXPERIENCE:

Freelance - Miami, FL

Creative Director / Production Manager | May 2020 to Present

Spearheading remote creative initiatives, specializing in print, digital, video editing, email, and social media. Efficiently managing end-to-end production projects with a focus on quality and adherence to deadlines. Notable clients include Allstate Insurance, United Way, Microsoft, World Touring Entertainment, and British Petroleum.

Shiraz Creative - Miami, FL

Senior Creative | Mar. 2019 to Apr. 2020

Directed and led creative teams in the ideation and execution of digital campaigns and event-driven promotions. Oversaw all aspects of print and digital production, ensuring the highest standards of creativity and excellence. Key accounts included Visa, UBS, and Absolut Vodka.

Creative Circle/Benihana - Miami, FL

Senior Art Director / Production Manager | Feb. 2018 to Jan. 2019

Formulated compelling digital ad campaigns and print collateral for renowned national restaurant chains, such as Benihana, RA Sushi, and Haru Sushi NY. Took charge of updating menus both online and offline for RA Sushi, ensuring consistency and visual appeal.

Zubi Advertising - Miami, FL

Associate Creative Director | March 2013 to Oct. 2017

Managed the Ford California Dealers Association account, presenting strategic creative campaigns to a board of top executives on a monthly basis. Led the development of multimedia campaigns for TV, radio, print, and digital platforms. Supervised monthly TV and radio productions and contributed copy for radio and TV.

Anderson Direct Marketing - San Diego, CA

Sr. Art Director | Feb. 2011 to Feb. 2013

Spearheaded the creative direction for direct marketing campaigns, web, email, and print materials, elevating the brand presence of Anderson Direct Marketing. Played a pivotal role in new business development, contributing to the acquisition of national accounts. Successfully developed and maintained the corporate image for Anderson DM. Worked with high-profile clients including Wellpoint/Blue Cross Blue Shield, FedEx Office, and AT&T Business to Business.

***Freelance / Consultant - San Diego, CA and Miami, FL
Creative Director | March 2009 to Feb. 2011***

Operated as an independent contractor, delivering hands-on creative solutions for advertising and promotion campaigns.

Worked with a diverse portfolio of clients such as Azteca Mobile, Azuña Tequila, One Hope Wine, LG, Infsonics, VeryKool Cellulars, and Travel Host Magazine.

Specialized in Hispanic creative for the cable industry, collaborating with major clients including Cox Communications, Bright House Cable, and Comcast Cable.

Managed end-to-end responsibilities including translations, direct mail, brochures, program guides, and magazines.

***AIM - San Diego, CA
Creative Department Manager | May 2007 to March 2009***

Led and managed the creative department and freelance teams at AIM.

Integral part of the new business development team, actively participating in pitch and strategy presentations.

Executed advertising and promotional campaigns for the US Hispanic Market, working with notable clients such as Sony, Campbell's, Gamesa (PepsiCo), AAA of California, and J&J.

***EMG Ethnic Marketing Group - Valencia, CA
Creative Director | Dec. 2005 to Jan. 2007***

Managed the creative department, collaborating closely with the strategy team to develop collateral materials for promotional campaigns.

Successfully executed campaigns for national clients including ConAgra Foods, Dewalt Tools, Kern's Nectar, Magnolia, and USG Sheetrock.

***EGE Creative - Miami, FL
Creative Director/Sr. Art Director | May 1999 to Dec. 2005***

Oversaw a creative team of six, contributing significantly to the company's growth through new business development and account services.

Directed photoshoots and produced TV commercials and events.

Worked with prestigious clients such as Samsung Electronics, BenQ, Quaker, Sony, Billboard TV Latino, Brightstar, Canon, MasterCard, Mis Antojitos, Cisco Systems, DirecTV, and others.

EDUCATION:

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

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

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

3-month internship/scholarship with Walt Disney in Burbank, CA (1993)

SKILLS:

Bilingual copywriter with excellent communication skills in English and Spanish, some proficiency in Portuguese.

Proficient in Adobe CC: Photoshop, InDesign, Illustrator, Premiere Pro, Edge Animate, and Microsoft Office.

Experienced in front-end web design and concept development. Skilled TV commercials director with a good eye for photography.

FREELANCE/CONTRACT:

Creative Director for seasonal projects with notable agencies and clients, including Market Vision (Miller Lite), FCB Latin America (Samsung), Siboney US Hispanic (Quaker), McCann-Erickson (MasterCard), and more.

REFERENCES:

Available upon request.