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## Creative Director

*Ingenious and results oriented professional with over 20 years of experience in video production and content creation.*

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With a proven track record as a visionary marketing specialist and strategy guru, I thrive on spearheading innovative campaigns and fostering collaboration across production, graphic design, and content creation teams to deliver captivating promotional content. My expertise lies in identifying lucrative business prospects, analyzing market trends, and seamlessly integrating cutting-edge technologies throughout project lifecycles. As a seasoned marketing director, I excel in leading cross-functional teams to tailor bespoke marketing strategies that cater to individual client needs, swiftly resolving queries to ensure exceptional customer satisfaction. Proficient in streamlining project workflows and upholding brand standards, I have a knack for optimizing ecommerce performance through targeted digital campaigns and strategic asset management. Leveraging my advanced capabilities in Artificial Intelligence, I drive engagement with dynamic video content, automate responses, and innovate across digital platforms for unparalleled results. My comprehensive skill set spans content creation, digital campaigns, leadership, video production, IT integration, quality assurance, ecommerce strategies, project management, and staff development, positioning me as a dynamic force in the ever-evolving landscape of marketing and ecommerce.

## Career Experience

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[Weckededgeusa.com](#)

### **Marketing specialists**

I am currently employed at Wicked Edge Precision Sharpeners as a Marketing Specialist and Analyst, responsible for enhancing sales on major e-commerce platforms such as Amazon and Shopify. Additionally, I oversee content creation and work to improve our brand's visibility and engagement on Facebook and other social media channels.

[seesaltlakecityhomes.com](#), Taylorville, UT

### **Marketing Director 2023**

As the Marketing Director at Gamboa Real Estate, I lead high-impact marketing strategies in a fiercely competitive and tech-driven real estate environment. I spearhead advertising campaigns, optimize websites, and drive digital initiatives to position the brand at the forefront of the industry. My role involves shaping sales strategies, contributing to innovative campaigns, ensuring a dynamic and visible market presence, and providing tailored marketing materials to empower our agents.

[Videobyhms.com](#), Idaho Falls, ID

### **Creative Director (2022 to 2023)**

Managed and spearheaded the growth of Harris Media Services, overseeing video production within Harris Media Group. Provided strategic direction for Advertising Campaigns, website development, and optimization. Contributed to sales strategies, engaged in brainstorming sessions, and executed digital marketing initiatives. Additionally, played a key role in content creation for Snowest Magazine, Idaho Falls Magazine, Pontoon Magazine, and Idaho Falls Printing.

(Triumph, Beta, Shreco, Surrón, Trails West Trailers, Ski-doo, Polaris)

[DiscoverMediaworks.com](http://DiscoverMediaworks.com) , Pocatello, ID & Madison, WI

### **Creative Specialist (2020 to 2022)**

Responsible for the design, art direction, production and post production and management of Uncover Idaho and Boondock Nation.

Collaborate with Graphic motion design and production or post production of other shows (Discover Wisconsin, Into the Outdoors).

### **Google LLC, Boulder, Colorado**

#### **Creative Specialist (2019 to 2020)**

Facilitate the execution of creative video development for YouTube TrueView by consulting various brands and agencies. Simulate brand metrics' performance in TrueView Skippable ads by devising data-based outline for artistic attributes. Implement creative guidance approaches for meeting marketing objectives, such as awareness, consideration and action via brand lift metrics of ad recall, consideration and purchase intent. Develop and document tutorials, training, steps, and formats to ensure best practices by collaborating with engineers, programmers, as well as marketing and other departments to improve technicalities.

- ◆ Planned, developed and launched Director Mix, a YouTube ads feature, by utilizing creative tools, maximizing the ads creation experience through diverse, innovative, and customizable tools, targeting different audiences, languages, and locations.
- ◆ Facilitated LATAM team, managing translations and documentation of Director Mix, boosting revenues for YouTube ads.
- ◆ Improved workflow procedures by identifying internal defects, while launching a YouTube campaign.
- ◆ Enhanced sales speech by incorporating sales with creation of mock presentations to clients.

### **Otter Products, Fort Collins, Colorado**

#### **Senior Postproduction (2019)**

Developed web applications and social media advertisements by coordinating with cross functional design / marketing teams, with focus on enhancing customer experiences. Ensured quality assurance and brand reliability by overseeing management operations, as well as graphic motion solutions.

- ◆ Boosted company's subscribers by 44% through quality improvements and product concepts.
- ◆ Increased videos / projects' delivery rates by 68%, as well as assets to stakeholders.
- ◆ Achieved satisfaction of stakeholders by zeroing in on turn-around on animations for Disney, LifeProof, OtterCare, Verizon, Tmobile, Broncos NFL, and Other Shops.

### **InJoy Health Education, Longmont, Colorado**

#### **Product Manager (2015 to 2019)**

Consulted and mentored other design teams for conceptualizing web applications, eBooks, and online programs. Streamlined all the production aspects of Spanish / English video content development from pre- to post-production, complying with brand's quality standards and regulations. Supervised the entire media's digital assets management functions.

- ◆ Intensified video / print translation processes and dubbing, resulting in increasing Spanish catalog in US markets.
  - ◆ Developed educational Spanish applications, augmenting the sales by 34%, refining products' language quality. ◆
- Established a selling record in Spanish product market by generating \$68K in revenues within three months.

**Radical TV LLC, Miami, Florida,**  
**Executive Director** (2007 to 2014)

Envisaged production concepts to develop detailed storyboards, while prepared show's lead crew for execution of the project. Revamped company's website, integrated social media penetration strategies, while delivered exceptional consulting services for video production.

- ♦ Sold rights to successful show 'Fiebre Extrema' to major Latin American network, Meridiano TV, while retaining production management for over five years, while achieving over 8,000 website hits per episode release of Fiebre Extreme.
- ♦ Secured over 15 sponsors, including popular brands like Panasonic, Yamaha, Digitel, and others for extreme sports show, while assisting various projects.
- ♦ Served as operation manager for a \$3M project, targeting Hispanic market, selling to Nexos Capital LLC.
- ♦ Created and sold 30-minTV show, nationwide as well as in LATAM for five years, while renewed three extensions of broadcaster's contract.

**Additional Experience**

**Video Producer** (2004 to 2012) ▪ Alejandro Productions, Caracas, Venezuela

## **Education & Credentials**

Bachelor of Arts in Advertising & Marketing

*Instituto Universitario de Nuevas Profesiones – Caracas, Venezuela*

Professional Development

- Graphic Design Techniques Certification, Adobe Digital Learning Services
- Multimedia Specialist Certification, Adobe Digital Learning Services
- Viral Content Strategies Certificate, Jumpcut Academy

Technical Proficiencies

Final Cut Pro Studio | Google Ads & AdSense | Adobe Creative Suite | Microsoft Office Suite | Kaltura, Magento, and Vimeo | UX/UI Design | App Development | Extreme Sports | Music Videos, Documentaries, and Educational Content | After Effects

Remote Pilot

Part 107. Drone License FAA

Fitness

Les Mills RPM Certified Instructor ([Spin4love.com](http://Spin4love.com))