



**GERARDO GARCÍA-JURADO**

creative

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**The Trust For Public Land**

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

**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

**In House/Agency Experience | Creative Team Builder | Multi-channel Storyteller**

**Strategic and marketing-minded creative executive capable of understanding business operations and creative side of business solutions. Industry-wide reputation as a culture-minded and empathy-driven leader and mentor that enables his team, his peers, and his clients to thrive through empowerment, support, and trust. Award-winning creative/design director, with demonstrated talents for developing successful global brand-building campaigns in all marketing disciplines. Multicultural expert with a global perspective.**

**Bilingual in English and Spanish.**

**KEY AREAS OF EXPERTISE**

- Full Cycle Project Management
- Shopping Marketing
- Human-centric creative
- Brand Portfolios
- Visual Design Direction
- Leading through empathy

**EXPERIENCE**

**Creative Director**

*Oversaw all branding and visual communication for the organization.*

- Redefined and repositioned the brand. Oversaw the visual communication strategy, outlined the new brand positioning according to the new organization's strategic plan. Standardized organization's look and feel by creating brand, photo, video, and visual communication guidelines.
- Built a stronger connection between the organization and donors through compelling and emotional stories through digital, print, and video.
- Increased 14% online conversion donations from the past year by creating emotionally driven content marketing campaign.
- Collaborated closely with all the regional offices and internal departments to develop low-budget high-impact community-driven campaigns to create awareness and raise money for land-protecting and urban parks-building projects.
- Elevated our team's creative standards generating impactful communication elements that cut through the clutter to stand out in the nonprofit industry.

**Executive Creative Director**

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

- Developed successful brand-building programs to solidify online and in-store presence for brands like Woodbridge, Ménage à Trois, Robert Mondavi, and Anchor Steam Beer.
- Built and maintained a strong highly-creative department by applying processes, defining goals, making an interdepartmental collaboration structure, motivating the team, and creating a trust-based culture.
- Identified and pursued new business opportunities from current clients by building trust through results and building strong case-studies, resulting in 12% increase in sales compared with the former year.

*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 Colorado Department of Transportation
- Created, designed, and developed OrganicGirl green water multi-channel product launch campaign.

**Associate Creative Director**

*Built and led teams of 15+ creatives to develop several award-winning, insight-driven creative projects for global brands.*

- Oversaw successful shopper marketing campaign development, design, and execution of Kellogg's brands and regional promotional campaigns for MillerCoors brand portfolio.
- Key player in the successful re-branding of Coors Light and Miller Lite (the white can) projects.
- Drove team in the ideation of Kellogg's EFFIE-award winning campaign, "From Great Starts Come Great Things."
- 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 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 the award-winning Libretón 360o campaign taking it to a 4.5% increase in accounts opened within 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 25% revenue by activating a network of overseas vendors to lower production costs and improve competitive positioning.

**American Marketing Association,  
San Francisco Chapter**

Dec. 2018 - Present

Volunteer

**SVP of Marketing and Communications / President Elect (2020-2021)**

Increase brand awareness and membership by converting SF marketing professionals through unique and creative campaigns utilizing inbound strategies.

**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**

**MBA 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

**Publishing**

Collaborate by writing a monthly column / articles for NEO, Mexico's most influential marketing magazine. .