



GERARDO GARCIA-JURADO

senior creative

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Professional Experience

Creative Consultant

July 2020 – Present

Industry-wide reputation as a consummate leader, award-winning creative/design director, with demonstrated talents for building successful global brands and campaigns with acclaimed leadership skills.

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 builds high-performing teams through empowerment, support, trust, and inspiration. Award-winning creative/design director with demonstrated talents for developing successful global brand-building campaigns in all marketing disciplines. Bilingual in English and Spanish

- Full Cycle Project Management
- End to End Integrated Marketing Experience
- Customer-Centric / Insight-Driven Thinker
- Hands-On Designer/Art Director
- Big-picture Strategist
- Highly-Developed Sense of Empathy
- Great Presentation Skills
- Bridge-Builder / Partner
- Outstanding Client Rapport
- Entrepreneurial-Minded

WineGlass Marketing (DTC agency for Wine Country):

- Elevate creative offerings by mentoring and inspiring the creative team.
- Streamline efficiencies by defining agency-wide roles and processes.
- Develop robust social and email marketing DTC strategies for Wineries to increase sales.

GURU (B-Corp, mission-driven advertising agency):

- Design and established strong brand identities and strategies for mission-minded startups

Hispanidad (mission-driven advertising agency in Colorado):

- Create multi-channel community-driven award-winning, safety campaigns for the Colorado Department of Transportation.

President (prior: SVP Marketing and Communications)

Increase brand awareness and membership acquisition by converting SF marketing professionals through creating professional development opportunities and community-oriented initiatives like the mentorship program.

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 the organization's look and feel by developing the brand guidelines for photo, video, illustration, typography, animations, and all visual elements.
- 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.

Chief Creative Officer

Built a World-Class creative team and established and solidified agency's brand positioning.

- 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, M naje   Trois, Robert Mondavi, and Anchor Steam

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.

American Marketing Association, San Francisco Chapter

December 2018 - Present

The Trust For Public Land

San Francisco, CA
September 2018 – June 2020
Non for profit organization

Affinity Creative Group

Mare Island, CA
November 2017 – November 2018
Multidisciplinary creative agency

Creative Consultant

Denver, CO
October 2016 – September 2017

**The Integer Group**

Lakewood, CO
November 2010 – February 2016
Promotional and
Shopper-Marketing Agency

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 create 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
February - November 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.
October 2004 - May 2008
Activation/Advertising Agency

Associate 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