



:: bring your story to life ::

Extensive background creating demand in multi-cultural environments.

Experienced with marketing systems that require an understanding creative management, production protocols and consumer goals. Successful in achieving revenue, profit and business growth objectives within start-up and rapid change organizations.

EXPERIENCE HIGHLIGHTS

Marketing: Advertising • Art Direction • Graphic Design • Multi-media Illustration • Concept Development • Copy writing
Production: TV • Radio • Print • Digital • Out of Home • Point of Sale • Social • Music • Sound • Traffic Management
Promotions: Channel Marketing • Special Events • Activations • Direct Mail • Digital • Social Media

SELECTED ACHIEVEMENTS

:: AIGA Guest Speaker / Contrastes Relevantes: A Series of Creative Experiences ::

“Freelance Basics...and Other Chingadéras You Should Know” – Eli Flores

The evolution of freelancers in the agency world (both Hispanic and general markets) and how the basics are still the fundamentals to success. From the approach, through execution, to getting paid what you’re worth, this talk can give freelancers, and creatives in general, an edge in learning to talk, question and interact.

PROFESSIONAL EXPERIENCE

:: Senior Art Director - KGBTexas Communications ::

Covered all areas of advertising, marketing and creative communications for local and national brands including print, electronic, digital and social medias. Mentored account service, social media and public relations teams to develop programs across multiple platforms to deliver results on time and on budget.

:: Independent Creative - Agency / Direct Consumer ::

Collaborated with creative professionals in leading Hispanic and General Market Ad Agencies across the United States. Executed all aspects of creative marketing from story boards to final production to win multi-million dollar accounts including; San Antonio Tricentennial, Papa Johns, San Antonio Spurs, Wells-Fargo, Kraft, Nabisco, Coca-Cola USA, Budweiser, Miller Lite, Proctor & Gamble, New York Life, Eastman Kodak, American Airlines, Western Union, Sprint, General Motors, Chrysler and more.

:: Marketing Consultant - Hospitality Industry ::

Built a record of achievements from start-up establishments and multi-chain corporations. Developed and implemented marketing plans, creative strategy, media buys, placement, promotions, talent /entertainment management. On and off premise activations: Ideation, architectural concept, layout and design, elevation, stage and set design.

EXPERIENCE SNAP SHOT



Art Direction | Graphic Design | Illustration | Adobe CS | MS Office | Motion | Photo | Video | Music | Sound | Bilingual