

RAFA JUÁREZ

CREATIVE DIRECTOR

Strategic Creative Direction | Client & Team Management | Digital - Broadcast - Print

Dynamic, results-driven multi-task creative leader with a 22+ year record of achievement and demonstrated success within the digital and traditional advertising industry, providing creative direction on campaigns aired on largest media networks, resulting on multimillion-dollar revenue for Fortune 500 clients. Solid track record, securing key clients through consistent creative campaigns on increasingly growing new markets. Tenacious in obtaining the highest quality creative excellence, securing client satisfaction by always meeting creative brief, budget and timing. Exceptional mentor and coach; combine business acumen with innate leadership abilities to recruit, build, and retain top-performing teams.

Key strengths and competencies:

- Deep knowledge of interactive media specifics and new trends – Traditional and Non-traditional media
- Creative Team Mentoring Leadership
- Creation from concept to production of brand, product, retail and promotional campaigns for multimillion-dollar accounts aired on local, regional and national mass media: Internet - TV - Radio - Print - Digital
- Expertise on different categories within the advertising industry: Automotive, Food & Beverages, Pharmaceutical, Financial, Telecommunications, Airlines, Healthcare, and Political Marketing.
- Film director
- Internet and multimedia designer: web design, online video, interactive marketing
- Talent Director, selecting and directing multi-ethnic talent for all media
- New Brand / Product launch
- High Impact Creative Presentations
- Recruiting and Staffing Initiatives
- Public Relations - Earned and Paid Media.
- Mexico Territory Reach Management

Blue chip clients: Dr Pepper – Walmart – Bank of America - DaimlerChrysler (Chrysler, Jeep, Dodge) – Reliant Energy - GM (Chevrolet, Pontiac, Cadillac) - Procter & Gamble (Vick's NyQuil & DayQuil) - Verizon Wireless – Western Union – Sprint – AT&T - Continental Airlines - Coors Light – Miller Lite - Gambirinus (Corona & Modelo) – Jose Cuervo – Tradicional – IRS – U.S. Meat Export Federation – U.S. Pork – Republican National Committee – MATT Foundation, Inc. – KLRN/ PBS (Public Broadcast System .)

PROFESSIONAL EXPERIENCE

LOPEZ NEGRETE COMMUNICATIONS

Top Hispanic Advertising Agency in the nation, with billings in excess of \$220 million.
Houston, TX

ASSOCIATE CREATIVE DIRECTOR (March 2009 - Present)

Bank of America – Dr Pepper – 7UP - Walmart – Reliant Energy - Miller Lite – Sonic - Cricket

www.bankofamerica.com/espanol

www.vida23.com

www.sevenisima.com

DBA RJC COMMUNICATIONS: Website development, currently on Beta version: www.lisarabedeau.com

BROMLEY COMMUNICATIONS C/O PUBLICIS

One of the top Hispanic Advertising Agencies in the nation, with billings in excess of \$340 million.

FREE-LANCE ASSOCIATE CREATIVE DIRECTOR dba RJC COMMUNICATIONS (June – December, 2008)

Third party creative services provider with ACD duties, responsible for creating, writing and supervising bilingual campaigns on as needed basis: AT&T, Coors Light, Chevrolet, Western Union (member of the winning team of the account in Dec. 2008).

KLRN – PBS

Public Broadcasting System – San Antonio, TX

CREATIVE DIRECTOR of “Alas sobre el Álamo”, an adaptation into Spanish of the documentary “Wings Over the Alamo” about the history of the military aviation in San Antonio (directed and produced by Ken Burns – (Nov.-Dec. 2008)

http://www.rjccomm.com/latest_work_klrn.htm

TALENT DIRECTOR and VO NARRATOR IN SPANISH of “Alas sobre el Álamo”

MAS CONSULTING GROUP

Independent political marketing firm based in San Antonio, TX, Mexico D.F. and Madrid, Spain

FREE-LANCE CREATIVE DIRECTOR, WRITER, REPORTER, EDITOR

Estado de Veracruz – In 2008, I went to China as a private press unit of Veracruz Governor Fidel Herrera Beltrán in his official tour throughout the cities of Beijing, Quingdao y Rizhao, filming on video, doing photography and writing press releases of the events, then distributing to mass media in Mexico.

Aired in prime time newscasts in Televisa and other networks.

Creative and consultation services for other clients.

Mexicans and Americans Thinking Together Foundation, Inc

www.MATT.org

Bicultural Mexican-American Think Tank – Non-Profit Organization

INTERACTIVE CREATIVE DIRECTOR (August 2006 – April, 2008)

Interactive Creative Director responsible for redesigning the 2.0 version of the website, to maximize search engine optimization, in English and Spanish. Responsible for the implementation of multimedia capabilities, (video and audio streaming), navigation optimization, content relevancy and quality control. Supervision and mentoring of art directors and webmasters, working closely with editorial and technical teams. Work with programming teams in Mexico and in the U.S in order to implement the creative ideas on a timely manner. Creative leader for Internet marketing campaigns, designing and writing blast emails, banners (design and placement) and newsletters to members.

Senior creative for public educational campaign on immigration presented on VIP forums (Senators and Congressmen). Senior editor in Final Cut Pro and After Effects (in-house video editing). Design of Corporate Identity Manual, and senior art director for all graphic and communications needs.

GlobalHue

Largest Multicultural advertising agency in the nation, with billings in excess of \$350 million.

Detroit, MI - Los Angeles, CA - New York, NY – Formerly in San Antonio, TX

ASSOCIATE CREATIVE DIRECTOR (2002 – July 2006)

Associate Creative Director with creative responsibility for DaimlerChrysler's field Business Centers and for DCX's National Dealers Association (DAA) communication in Spanish, creating and overseeing campaigns for National networks, as well as for Regional Networks in Texas, New Mexico, Oklahoma, California, Florida, Illinois, and New York DMAs, for Chrysler, Jeep and Dodge brands. Tier II creative leader for the three brands. Provide cross-functional team training, coaching, and mentoring teams. Lead duplas of senior copywriter and art director throughout the U.S. Creative supervision of productions in U.S., Mexico, and Argentina. Adaptation to Hispanic Consumer Market of General Market campaigns, teaming up with DCX's General Market agency of record BBDO, and viceversa.

Senior Copywriter for Hispanic Consumer Market: Verizon Wireless (brand; retail; promotions) - Grambinus Brewing Co. (Corona, Corona Light, Modelo, Modelo Especial - Brand; retail; promotions) - Diaego's Jose Cuervo, tequila Tradicional (Brand; retail; promotions) - Continental Airlines (Public Relations) - Popeyes Chicken (Retail) - Internal Revenue Service.

Selected Achievements:

- Created from the ground up the marketing communications of DaimlerChrysler's Dealers Association (DAA), building a consistent communication platform in Spanish for Chrysler, Jeep and Dodge brands nationwide (creative).
 - Created, produced and broadcasted an average of 300 TV and radio spots per year for 16 vehicles nameplates for the 3 brands, aired in all markets & national networks.
 - Consistently fulfilled needs of more than 24 DCX's new markets throughout the U.S. during four years.
 - Met or exceeded all goals.
 - Successfully created and produced campaigns for new product launching for Verizon Wireless.
 - Built strong awareness of well-known brands throughout promotional campaigns at retail level: Corona, Tradicional.
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**Sosa Farm – Guerra DeBerry Coody – Montemayor – Cartel Creativo – Inventiva
U.S. Meat Export Federation (USMEF) - The Brunson Agency – Market Vision**

San Antonio, TX – Austin, TX – Mexico D.F.

CREATIVE DIRECTOR – SENIOR CREATIVE (FREE-LANCE 2001 – 2002)

FILM DIRECTOR - SENIOR ART DIRECTOR

Lead creative teams in different advertising and public relations agencies in U.S. and Mexico. Film director. Creation and production of campaigns for the following clients: Verizon Wireless; Miller Lite; Texas Governor Rick Perry; Texas Lt. Governor David Dewhurst; Republican National Committee (Texas, California and Florida); Henry Bonilla; Rep. Lamar Smith; Public Utility Commission; Hispanic Vote; R.J Reynolds; Christian Brothers Brandy; U.S. Army; U.S. Meat Export Federation; U.S. Pork; In-Touch Telecommunications, etc.

Selected Achievements:

- Media tour through main mass media in 4 cities in Mexico for USMEF. Message: values of American Pork meat. Results: Media value of \$1.2M for a total cost of \$80K. 37 earned and paid media hits in 7 days in 4 cities: Mexico D.F., Guadalajara, Monterrey and Ciudad Juárez.
 - Developed successful campaigns for political candidates, meeting the goal of obtaining the Hispanic vote
 - Successfully launched new brandy in California DMA.
 - Designed a self-contained English/Spanish glossary of American beef and pork terms for USMEF for 15 Latin American countries.
 - Successfully wrote, directed and produced campaigns for a telecommunications company in Austin, TX.
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BROMLEY COMMUNICATIONS C/O DMB&B / BCOM3

One of the top Hispanic advertising agencies in the nation, with billings in excess of \$340 million.

San Antonio, TX

SENIOR COPYWRITER / ACTING ASSOCIATE CREATIVE DIRECTOR (1997 - 2001)

Senior Copywriter and later acting Associate Creative Director with full responsibility of the Western Union International account. In charge of creating, writing and producing advertising and promotional campaigns in Spanish for the following Western Union's marketing branches: Domestic Money Transfer (MT), Mexico MT, Central and South America MT, Caribbean MT, Africa, South Asia, Middle East, and Eastern and Western Europe MT. Senior Copywriter for GM's Cadillac and Pontiac brands, Sprint, and Procter & Gamble's line of products. Creative for Continental Airlines. Successfully trained Mexican creative teams from Noble DMB&B ad agency to adapt U.S. Hispanic Continental campaign to Mexican market. Produced TV spots in Mexico City for P&G. Successfully developed new business creative for Sprint. Worked with top creative talent in the industry, in one of the most awarded agencies. Multi-ethnic talent director.

Selected Achievements:

- Part of the winning team of Western Union's Global Account, adding the following regions to Mexico and Latin America marketing branches: South Asia, Africa, and Middle East, plus promotions for Eastern and Western Europe.
 - Positioned Cadillac brand as a first-class brand for Hispanics in Miami DMA.
 - Part of the winning team of National and International awards for Procter & Gamble's NyQuil/DayQuil campaign: Regional U.S. ADDY 2001 and Eagle Award (Mexico).
 - Part of the winning team of Effie Award to effectiveness. Brand and Retail Hispanic creative campaign for "Origenes".
 - Created new TV format for tactical messages, enhancing the nationwide communication of Western Union brand, product and pricing by maximizing the usage of a :30" TV spot.
 - Created TV concept presentations for WU regions, reducing costs of post-production facility usage by more than 30%.
 - Part of the winning team of Sprint account with original concept.
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RJC COMUNICACIÓN VISUAL

Design and Visual Communications firm based in Madrid, Spain

PRINCIPAL. EXECUTIVE CREATIVE DIRECTOR. (1988 - 1996)

Team leader and founding partner with executive and creative duties for clients: Alcatel Ibertel, Sevilla EXPO 92, Comunidad de Madrid, Ayuntamiento de Madrid, Antena 3TV, Canal +, El Corte Inglés, Lee Cooper.

EDUCATION AND CREDENTIALS

BACHELOR OF FINE ARTS IN DESIGN • UNIVERSIDAD COMPLUTENSE – MADRID, SPAIN (1986-1991) –
Obtained Scholarship in Design on the 5th year

ESCUELA SUPERIOR DE ARQUITECTURA • UNIVERSIDAD POLITÉCNICA – MADRID, SPAIN (1983-1985)
FOUNDING MEMBER OF THE “**CÍRCULO CREATIVO DE LOS ESTADOS UNIDOS**” – (1999)

AWARDS

2011 Houston ADDY Awards:

CLIENT: Bank of America / **LOPEZ NEGRETE COMMUNICATIONS**

CAMPAIGN: TV – Print

Gold ADDY Best of Show / Broadcast – 2 Silver – 3 Citation of Excellence

2010 Houston ADDY Awards:

CLIENT: Dr Pepper Snapple Group / **LOPEZ NEGRETE COMMUNICATIONS**

CAMPAIGN: VIDA23 - Website (www.vida23.com) - TV – Animation – Interactive media, etc.

9 Gold - 8 Silver - 7 Citation of Excellence

2010 AMA Houston Crystal Awards:

CLIENT: Dr Pepper Snapple Group / **LOPEZ NEGRETE COMMUNICATIONS**

CAMPAIGN: VIDA23 - TV – Print – Interactive media

2009 Art Directors Club of Houston – FINALIST MENTION

CLIENT: Dr Pepper / **LOPEZ NEGRETE COMMUNICATIONS**

CAMPAIGN: VIDA23 Website (www.vida23.com)

2005 CADDY Award – Detroit Creative Directors Council

CLIENT: JEEP / **GLOBALHUE** - **CAMPAIGN:** “SIEMPRE BELLO” - **CATEGORY:** MULTIMEDIA

2004 Ad Age Magazine - Most Accepted TV Spot among Hispanic audience.

SPOT: “NECKLACE” – TV – 2004 DODGE DURANGO LAUNCHING CAMPAIGN

2001 EAGLE Award - Mexico

CLIENT: **PROCTER & GAMBLE / BROMLEY COMMUNICATIONS**

CAMPAIGN: NYQUIL / DAYQUIL - **CATEGORY:** DOUBLE -PAGE MAGAZINE

2001 National ADDY Award

CLIENT: **PROCTER & GAMBLE / BROMLEY COMMUNICATIONS**

CAMPAIGN: PRODUCTS NYQUIL / DAYQUIL - **CATEGORY:** DOUBLE -PAGE MAGAZINE

2000 FINALIST MENTIONS (2)

Círculo Creativo de los Estados Unidos (U.S. Creative Circle)

CLIENT: GENESIS CAMPAIGN AGAINST DOMESTIC VIOLENCE

CONTEST FOR CREATIVES IN TEXAS AND ILLINOIS.

CONCEPT STATEMENT – STORY LINE FOR TV SPOT: “ BODA FÚNEBRE”

CONCEPT STATEMENT – STORY LINES FOR TV SPOT: “BOCA”

1999 EFFIE AWARD

Latin American Advertising Effectiveness Award.

Advertising Age International (OCTOBER 1999)

CLIENT: WESTERN UNION / BROMLEY, AGUILAR & ASSOCIATES

CAMPAIGN: “ORIGENES” - **CATEGORY:** CHANGE OF STRATEGY

Creative portfolio at: www.rjccomm.com