

TOMMY PEREZ

EXECUTIVE CREATIVE DIRECTOR

<http://www.tommy-perez.com>

taps@tommy-perez.com

1-714-794-7501

Demonstrated progressive responsibility devising and implementing results-driven marketing in fast paced environments. A specialist at weaving user experience, strategy, creativity & technology, into a rich brand story across multiple platforms.

— EXPERIENCE

Executive Creative Director: Five by Five Global, Los Angeles, USA Mar 14 - Dec 17

Activision, Patrón, Ubisoft, Oculus, Machinima, Nexon, Rihanna, Roc Nation, Ghost Story Games, Coopervision, Red Bull.

- Pitch and win of Tequila Patrón, Oculus, Red Bull, Ghost Story Games, Roc Nation/Rihanna.
- Creative Strategy behind the repositioning, and re-brand of Five by Five Global as Launch Marketing Specialist.
- Introduction of co-location creative team management process and output across company locations.
- Grew and elevated of the agency's creative output across all offices.
- Grew and maintained a profitable business unit YoY in the Los Angeles office.

Creative Director: Tribal/DDB Worldwide: Toronto, Canada Mar 13 - Mar 14

Nike, McDonald's, Johnson & Johnson, Canadian Tire, Nicorette, General Mills.

- Re-Design and Development of Canadian Tire brand positioning and eCommerce platform.
- Launched Nicorette Brand in Canada.
- Coached and Mentored a team of 40 multilingual-multicultural creatives, ux/ui designers, art directors and developers across 3 offices.
- Creative Lead in New Business: pitched and won Nike & Cheerios.
- Ongoing Creative Direction for "Our Foods, Your Questions" McDonald's Canada Platform ("Chicken" content Themes).

Creative Director: Juxt Interactive. Newport Beach, USA Sep 11 - Feb 13

Toyota, Cisco, Aquarium of the Pacific, Kwikset - Stanley Black and Decker, Clearchannel, Lexus.

- Critical in pitch and award of Stanley Black and Decker & Aquarium of the Pacific business.
- Introduced Adobe DPS publishing platform solution as a new revenue stream, and agency service.
- Creative & Social Strategy Lead to New Business and project pitches.
- Developed internal agency marketing strategies combining creative, technology and user experience.
- Communications lead between Newport, San Francisco and parent company creative teams.

Digital Director-Strategist: Gallegos United. Huntington Beach, USA Aug 09 - Aug 11

Target, California Milk Processor Board, Comcast, Energizer, Fruit of the Loom, Girl Scouts, Harrah's Hotel and Casino's, Horseshoe Hotel & Casino, Caesar's Palace, Paris Hotel & Casino's, LALA / Gilsa Dairy, Motel 6, Museum of Latin American Art, Scott's Miracle Grow, Alzheimer's Association, Yahoo, Valvoline.

- Spearheaded change of culture and agency-wide repositioning for Digital workflow and mindset.
- Established processes, procedures, including creative, KPI's, budgets & forecasts for digital media planning, buying and creative production.
- Increased agency billings for Digital and Online Media by \$5.5 MM.
- Sell-in and launch of Hispanic focused digital marketing programs for Comcast
- Comcast Social Strategy Committee Lead
- Key Role in new business pitch(es) and acquisitions (Yahoo, Liberty Mutual, Gilsa Dairy/LALA, Scott's Miracle Grow)
- Co-Administrator for Energizer, California Milk Processor Board, and LALA Foods Facebook pages
- Key role in strategic planning for agency expansion into Latam markets and partnerships

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- Cleaned and re-built marketing database for LALA Foods, Valvoline, and Comcast.
- Created and maintained profitable business unit
- Lead and point of contact for Digital SOW across all accounts, partners, ad ops, accounting and initiatives.

Interactive Creative Director: Lopez Negrete Communications. Houston, USA Mar 08 - Jul 09

Walmart, 7UP, Dr. Pepper, Sonic Drive-In, Starbucks, Bank of America, Azteca, Squirt, Maseca, Miller Lite, Tortillas Guerrero, Tyson Foods.

- Creative lead and point of contact for Interactive Department's SOW across all accounts and initiatives.
- Implemented Interactive department processes and goals.
- Increased agency billings for Interactive and Online Media.
- Supervised, coached and mentored a team of 40 studio, designers, copywriters and art directors assigned to digital initiatives and projects.

Interactive Creative Manager: Lopez Negrete Communications. Houston, USA Apr 07 – Mar 08

Walmart, Visa, Guerrero, Azteca Milling, Maseca, Tyson Foods.

- Increased department from 1 to 18 including supervision of creative & technical teams.
- Lead role in concept, design, development, and pitch of Walmart Digital business with ~\$4.8M in revenue.

Associate Creative Director: BBDO. San Juan, Puerto Rico Jul 05 – Apr 07

Pepsi, Mitsubishi, Masterfoods/Snickers, Frito-Lay, Cheetos, Gatorade, Bausch & Lomb, Black Flag, Axe, Unilever, Chrysler, Jeep, Dodge, Oracle, Glaxo-Smith Kline, Santander Bank.

- CRM and interactive lead, key role in the development of online strategy & planning, conceptualizing, presentation and management.
- Concept, pitch, design, development and deployment of Daimler-Chrysler LATAM online consumer marketing programs.
- Pitch, sales, design, and championing of International Loyalty Program in the Caribbean & LATAM Market.
- Coached 13 studio, copywriters and junior art directors on digital creative & development.
- Established agency processes for Digital, department work flow, and key role in billing structure.

Interactive Art Director: Ogilvy & Mather. San Juan, Puerto Rico May 02 – July 05

AXE/Unilever, Dept of Education, Sears, Ricky Martin Music, Miller Genuine Draft, Movistar

- Standardized development processes, & contracting procedures including SOW for Interactive & Multimedia.
- Implemented CMS and Flash Communication Server Platforms for government clients.
- Led design, development, architecture of the Interactive business.

Graphic Designer - Flash Designer: Ogilvy & Mather. San Juan, Puerto Rico Aug 98 – May 02

Sears, Miller Genuine Draft, Movistar, Walmart.

- Design and implementation of first Enterprise level E-Commerce Application in Puerto Rico for Supermarket chain, later purchased by Walmart.
- Web design and Flash Design/Development.

EDUCATION

University of Puerto Rico; Bachelor of Fine Arts

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AWARDS

- 2014 Shopper Innovation Award Winner
- 2014 Strategy's Digital Agency of the Year
- 2013 EX Award Best Live+Digital Program (BtoB): Cisco Global Sales Experience (GSX)
- 2013 EX Award Best Global Campaign: Cisco Global Sales Experience (GSX)
- 2012 Cannes Media Lion Bronze: "Forgot your Password", Alzheimer's Association
- 2012 Short List Cannes Cyber Lion: "Forgot your Password", Alzheimer's Association
- 2012 Short List Cannes Direct Lion: "Forgot your Password", Alzheimer's Association
- 2012 Webby Award Winner Interactive Advertising Email Marketing: "Forgot your Password", Alzheimer's Assoc.
- 2012 CLIO - Bronze Interactive: "Forgot your Password", Alzheimer's Association
- 2012 FIAP - Bronze Promo, Activation & Direct Marketing: "Forgot your Password", Alzheimer's Association
- 2012 El Sol Silver Direct Marketing: "Forgot your Password", Alzheimer's Association
- 2012 El Sol Silver Media: "Forgot your Password", Alzheimer's Association
- 2012 Ojo de Iberoamerica Gold Interactive: "Forgot your Password", Alzheimer's Association
- 2012 Web Marketing Association Outstanding Website Award: Kelley Blue Book
- 2010 Gold Effie: Category Beverages, Non-Alcoholic. California Milk Processor Board
- 2010 Gold HAPE Awards: Account Planning; California Milk Processor Board
- 2009 Gold Ogilvy Award - Multicultural - Banking and Finance
- 2009 AAF Addy: Gold Interactive Online Campaign, Consumer; SONIC "Even Sweeter After Dark"
- 2009 AAF Addy: Gold Mixed Media Campaign Cross Platform; Starbucks "The Best Conversations"
- 2009 AAF Addy: Gold Mixed Media Campaign Cross Platform; Walmart Hispanic Heritage
- 2008 Art Directors Club: Bronze Rich-Media Series SONIC "Even Sweeter After Dark"
- 2008 AAF Addy: Gold Interactive Online Campaign, Consumer; SONIC "Even Sweeter After Dark"
- 2008 AAF Addy: Gold Mixed Media Campaign Cross Platform; Starbucks "The Best Conversations"
- 2008 AAF Addy: Gold Mixed Media Campaign Cross Platform; Walmart Hispanic Heritage
- 2008 Silver Addy Award(s): Cocina Lopez Negrete
- 2008 Silver Addy Award(s): SafeCo Insurance
- 2008 Silver Addy Award(s): Guerrero, & Azteca Milling
- 2008 Gold Addy Award: Walmart Back to School
- 2007 Cannes Lions: Promo Lion, Best New Product Launch, "The One"
- 2007 CLIO Short List: "The One"

LANGUAGE SKILLS

- English (Native)
- Spanish (Native)
- French (Intermediate, Conversational)
- Html, CSS, CFML, PHP, Swift
- SQL, XML
- Javascript, Actionscript

PERSONAL PROJECTS & VOLUNTEERING

- Walt's Photo App: Published iPad app <http://apple.co/2l1gU18>
- 2017 One Club Creative Boot Camp LA
- SquarePeg: Volunteer at a startup whose aim is to help position Baby Boomers to overcome the unique challenges they face finding success in the "new" workplace. <http://www.noSquarePegs.com>

REFERENCES AVAILABLE UPON REQUEST