

GERRY GOMEZ

Marketing Creative Director

INFO



Address

1440 Park Ave
Long Beach, CA



Phone

562-882-6162



Email

gerryagomez@verizon.net



Website

gerryagomez.com

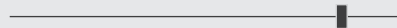


LinkedIn

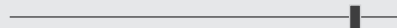
[linkedin.com/in/gerryagomez](https://www.linkedin.com/in/gerryagomez)

SKILLS

BRAND THEMES



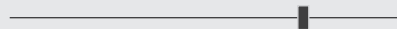
SOCIAL & PAID MEDIA



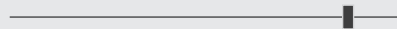
WEB DESIGN, SITES, LPS



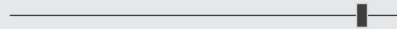
VIDEOS



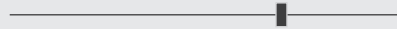
PRINT



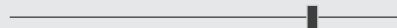
EBOOKS, WHITE PAPERS



INFOGRAPHICS



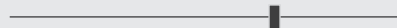
EMAIL TEMPLATES



ADOBE CREATIVE SUITE



WORD/EXCEL/PPT



PROFILE

I'm a digital/print/video creative marketer with over 25 years of marketing, branding, and content creation success. I have experience in roles from marketing to creative, to agency & client-side, and most recently in ABM B2B.

I'm a highly qualified marketer and strategic thinker, natural collaborator, and team player. I love inspiring teams and understand delivering the goods on time, on budget, on brand, and on strategy.

EXPERIENCE

- 2022 ● **Art Director / Director Team**
- 2021 ● *Spear Marketing Group*
 - Managed creative staff of employees and contractors
 - Developed strategic marketing plans for accounts
 - Instrumental in developing brand theme lines for clients
 - Oversaw creation of all clients (about 60) creative executions
 - Managed budgets
 - Created video protocols and process
 - Success lead to growth of billing to 200% in first 6 months of '22
- 2019 ● **Marketing Creative Director / Exec Team**
- 2014 ● *EighteenEight Fine Men's Salons / Griff's Ace Grooming*
 - Oversaw marketing and product dev for two national brands
 - Created brand and environment for Griff's Ace Grooming
 - Developed team goals/sales promos with executive members
 - Executed eCommerce strategy, web buildouts, online marketing
 - Integrated True Solutions for Thinning Hair with Hims & Capily
 - Contributed to Franchise Sales strategies & materials
- 2016 ● **Associate Creative Director**
- 2015 ● *Shiny Objects Marketing / Long Beach / California*
 - Created designs, advertising, branding on multiple clients
 - Oversaw social media and web design projects
 - Strategized 360 marketing concepts for clients
 - Upsold initiatives that led to retention of several clients:
Lice Clinics of America, Stratford Schools, Global Cash Card
- 2012 ● **Creative Director**
- 2015 ● *JohnsonGray Advertising / Laguna Beach / California*
 - Lead strategy, creative, messaging, & production
 - Part of pitch team that won many accounts
 - Executed design & writing, prepared creative briefs
 - Marketing and TV ads contributed to 15% growth at OC Fair in Summer of 2018 with reduced budgets
 - Clients: *OC Fair, AlterG, American Honda, Alpine Mortgage, Marina Hospital, PIH Health, CHP Credit Union, Stewart & Soss*

GERRY GOMEZ

Creative Director

EDUCATION

1992 **BA Communications:
Marketing Emphasis,
Advertising Sequence,
Minor in Graphic Design**
*California State University,
Fullerton / California / US*

SUMMARY

- 25+ Years in Marketing & Design
- 15+ Years as Creative Director
- Over 1000 Projects Managed
- Top Industry Recognition
- Local to Global Campaigns
- Team Player and Leader
- Attention to Details
- Encouraging, Motivating
- Good Communicator
- Persuasive Presenter
- Executive Staff Level
- Previous Owner/Partner/GM
- Cause Marketing Makes Me Tick

INTERESTS

- Creative Leadership
- Mass Communications
- Humanitarian Projects
- Music Industry
- Future Planning

EXPERIENCE CONTINUED

- 2012 • **Partner / Creative Director**
2002 *Spasmodic / Filling Station / Long Beach*
- Generated over 120 creative executions for Remo, Inc tradeshow booth at each international NAMM show for 9 yrs
 - Involved in all marketing efforts and strategies for Remo
 - Created brand and all online presence for Bug Music who sold for a record acquisition price to major publisher BMG in 2007
 - Concepted Surfrider beach cleanup campaign depicting actual trash on billboards that garnered international acclaim
 - Clients: *Remo Drums, Bug Music, La Vida Laguna, Laguna Beach Visitors Bureau, Surfrider Foundation, Able Arts Network*
- 2001 • **Associate Creative Director / Senior Art Director**
1998 *Foote, Cone & Belding / San Francisco / California*
- Led campaign that rebuilt downtown YMCA/SF
 - Worked on launch of Avaya global brand/graphic standards
 - Created early websites and interactive advertising
 - Worked among several disciplines: TV, design, direct, interactive
 - Clients: *Listen.com, Fox Sports, MLB, 3Com, Sega, YMCA of SF, WEBtv, Blue Shield, Dockers, Lucent, AT&T, Avaya*
- 1998 • **Design Director / Art Director**
1996 *dGWB / Irvine / California*
- Designed logos, websites, catalogs, collateral, ads
 - Clients: *Avia Shoes, Unocal Racing Fuel, Clarion car audio, Qualcomm, Shimano, Altec Lansing*
- 1996 • **Design Director / Art Director**
1995 *BBDO / Los Angeles / California*
- Developed and art directed many campaigns
 - Supervised photo shoots and commercial productions
 - Clients: *AURA systems, Pioneer Electronics, Bandai, Synergy*
- 1994 • **Production Artist / Intern**
1990 *Bozell & Salvati Montgomery Sakoda / Irvine / CA
Ogilvy & Mather / Los Angeles / California*
- Clients: *Microsoft, Mattel, Carnation, PacTel Cellular, Yamaha Home Theater, Valley National Bank, IHOP, Times Mirror Cable*

AWARDS

*One Show / Cannes / Clios / Beldings / Andy's / Addy's /
Print / Graphis / CommArts / Creativity / Art Directors
Club of New York / Smithsonian Institute*