

# HUMBERTO PANTOJA

CREATIVE DIRECTOR

# **PROFILE**

Dynamic and strategic Creative Director with more than 15 years of experience developing, directing, and executing successful projects for high-profile clients to create brand awareness and fuel revenue.

Proven background in designing and implementing forward-thinking, creative projects for a variety of top-level clients within diverse sectors and brand experience design. Worked with internationals clients as, McDonald's, Coca-Cola, P&G, Unilever, Iridium, FIAT, Volvo and Mack Trucks.

## **EXPERIENCE**

# Creative Director

Freelance / 2017 - PRESENT

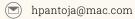
- Developed a network of art directors, designers, copywriters, and developers to provide creative services on multiple accounts. Successfully launched large branding campaigns for internationals and nationals clients.
- Created overall concept to launch a new campaign in 2021 for **KueskiPay**, a Mexican platform of online payment.
- Develop the Core Brand, positioning strategy, and branding for DOMOSA Group. Increasing sales by 300% to reach annual revenue of \$15 MM despite COVID 19.
- Shortlisted 4 times in Crowdiate a Canadian platform for creative services, clients: **Dole, Coveo, Campbells**, and **The Global Mail**.

### Creative Director / Founder

Hábitat Creativo Communications / 2007 - 2017

- Founded a strategic agency providing creative services to Nationals and Internationals clients. Developed agency branding, create internal processes, directed overall strategic vision, built the creative department from scratch, and led a team of 10 art directors, writers, and designers. As ECD, I ran the day-to-day creative processes on multiple accounts and new businesses.
- Created overall concept and launch an international campaign for **Eurobuilding Hotels**, broadcasted in **CNN Español**, for **South Florida** and **South America**.
- Developed and won a new business effort for **CANTV**, **MOVILNET**, and **Yellow Pages**, the largest telecommunication holding in Venezuela.
- Created and launched several campaigns for Volvo and Mack Trucks.

# CONTACT



+58 414 1403037

w https://crea.energy

in https://www.linkedin.com/in/hp73/

# EDUCATION

2001 - 2002

Professional Development Award in Design

London College of Printing London - England

1991 - 1995

B.A. Advertising & Marketing

Institute of New Professions Caracas - Venezuela

# ABILITIES

- Comfortable building and strengthening client relationships.
- Filtering ideas into a solid strategy.
- Highly persuasive internal and client-facing presentation skills.
- Leading by example, encouraging and challenging others to do their best and beyond.

# SKILLS

Webflow (No coding web platform)	
Illustrator	
Photoshop	
Office Suite	

# LANGUAGES

Spanish	
English	
Italian	

# EXPERIENCE CONTINUE

### Creative Director

Zurda Idea's factory / 2005 - 2007

- Led a team of art directors, copywriters and designers to develop outstanding campaign through all media for brands as **McDonald's**, **Excelsior Gama** (Supermarket), Multinacional de Seguros (Insurance Company), Cinex (Movie Theater Chain).
- Worked closely with tv production and print companies to ensure high quality in every creative piece for **McDonald's**.
- Developed and unique and strong brand identity for Excelsior Gama (Supermarket).

## Sr Art Director

Leo Burnett / 2003 - 2005

• Brought into the team to create and launch new initiatives. Developed innovative content and design for several clients as **P&G (ACE)**, **Electricidad de Caracas (Electricity Company)**, and **CADA (Supermarket)**.

### Art Director

Eliaschev Saatchi&Saatchi / 1997 - 2003

- Started my career as a design assistant, soon I was promoted to Art Director to create and design campaigns for the Agency's Top Clients.
- Helped Eliaschev win prizes accounts like Coca-Cola (HIT), Yellow Pages Venezuela, & El Mundo (Nationwide Newspaper).
- Multiple awards for clients as Daniella Chappard (AIDS Foundation),
  Yellow Pages Venezuela, & El Mundo (Nationwide Newspaper).

# PROFESSIONAL REFERENCES

#### Erick Vaiana

Founder / Pizza Bien ev@pizzabien.com +1 (305) 521-8871

## Eduardo Zarikian

President International Eurobuilding Hotels ez@hoteleuro.com +58 (412) 265-7936

#### Virgilio Flores

Creative Director / Alma DDB virgilio\_f@yahoo.com +1 (305) 560-7614

#### Tachy Molina

Corporate General Manager International Eurobuilding Hotels tachy@hoteleuro.com +58 (412) 909-0051

# PERSONAL REFERENCES

#### Carlos Barraez

Management Services Sales Leader Hewlett Packard Enterprise carlos.barraez@hpe.com +1 (305) 798-6701

#### • Emil Stefanutti

Cofounder & CEO Contracroom estefanutti@contractroom.com +1 (786) 306-6465

# **AWARDS**

#### 2019

# EPICA AWARDS

Silver - Public Services Outdoors

#### 2018

# **CARIBBEAN AD FESTIVAL**

Shorlisted - Corporate Image TV Commercial

#### 2016

# ANDA AWARDS

Gold and Silver - Hospitality TV Commercial

#### 2007

#### ANDA AWARDS

Bronce - Corporate Image. Press

#### 2003

#### ANDA AWARDS

Silver - Corporate Image Press

#### 1999

#### ANDA AWARDS

Grand Prix - Public Services Press

# CERTIFICATIONS

#### 2021

# SOCIAL MEDIA MARKETING PROFESSIONAL CERTIFICATE

by Facebook through Coursera

#### 2020

# BRAND STRATEGIES FOR INSTAGRAM

by Dot Lung

#### 2020

### PERSONAL CREATIVITY

by Ji Lee / Creative Director at Facebook and Instagram

### 2019

#### **NAMING STRATEGIES**

by Ignasi Fontvila

# HOBBIES

# SOCCER

HOME CRAFT BREWERY