



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 international 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 international and national 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 Crowdfunder 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 National and International 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

- ✉ hpantoja@mac.com
- ☎ +58 414 1403037
- 🌐 <https://crea.energy>
- 🌐 <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 <small>(No coding web platform)</small>	<div style="width: 90%;"></div>
Illustrator	<div style="width: 95%;"></div>
Photoshop	<div style="width: 95%;"></div>
Office Suite	<div style="width: 95%;"></div>

LANGUAGES

Spanish	<div style="width: 100%;"></div>
English	<div style="width: 95%;"></div>
Italian	<div style="width: 30%;"></div>

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

Eliashev 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 Eliashev 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
Contractroom
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

Bronze - 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