



HUMBERTO PANTOJA

CREATIVE DIRECTOR / BRAND STRATEGIST

www.linkedin.com/in/byhp / www.madebyhp.com / +58 414 140 3037 / hpantoja@mac.com

PROFILE

Strategic Creative Leader with a proven track record of elevating brand identities and inspiring creative teams. Over 17 years of expertise collaborating with prestigious clients spanning various sectors including **Schuman Cheese (USA), Phenotap (USA), Kuesky Pay (Mexico), Eurobuilding Hotels (Venezuela), Colcafé (Colombia), McDonald's (Venezuela)**. Seeking a challenging role to continue driving brand awareness and revenue growth.

EXPERIENCE

- **Creative Director / Brand Strategist**

Freelance / 2017 - PRESENT

- Crafted an image brand for **Life Regenerated**, inspired by the rich blend of **Costa Rican herbs**, aimed at captivating the **U.S. market**. Our journey led us to the **deep concept of mycorrhizal fungi** as the central role of **branching hyphae as the graphic anchor**, symbolizing the profound connection between nature and humanity.
- Led a team of graphic designers and 3D artists to create the brand identity and prototype device for **Phenotap**, securing a **\$2.000.000 investment in 2022**.
- Partnered with **Lifetime Branding** to craft brand identities for **PRIMA BELLA cheeses** and **DELVE Truffle**, including label design, social media content, and video production.
- Secured the second position in the **HERSHEY'S KISSES INNOVATION CHALLENGE** on the **Crowdiate Canadian Crowdsourcing Platform** by introducing the novel flavor "**Pistachio Cream**" and pioneering the design of innovative, eco-friendly packaging crafted from pistachio shell waste.
- Headed brand positioning, devised effective branding strategies, and spearheaded the creation of advertising campaigns for **DOMOSA Group**. **Skillfully guided a dedicated team of seven**, resulting in a remarkable **300% sales growth in 2020**, ultimately achieving an **annual revenue of \$15 million**.

- **Creative Director / Brand Strategist**

Creative Habitat / 2007 - 2017

- **Established agency branding and processes**, built the creative department from the ground up, and led a team of 10 art directors, copywriters, and designers.
- **Conceptualized and launched campaigns for Eurobuilding Hotels at CNN Intenational**, resulting in a **17% increase in overall awareness**, with an award-winning TV commercial.
- Collaborated with the creative team to conceive and implement communication strategies that secured the **CANTV, MOVILNET, and YELLOW PAGES business pitches**, encompassing the largest telecommunication conglomerate in Venezuela. This effort resulted in a **remarkable 33% revenue boost for the agency**.

EXPERIENCE CONTINUE

• **Creative Director**

Zurda Idea's Factory / 2005 - 2007

- Managed **McDonald's creative team** to create powerful solutions for long-term customer retention and loyalty.
- Developed a multi-channel ad campaign to engage Venezuelans with **McDonald's Creole breakfast** offerings, achieving a **23% increase in nationwide visits**.
- Collaborated with **Excelsior Gama Supermarket** to implement a **Rewards System and launch advertising campaigns**, doubling repurchases and **increasing brand fidelity by 27%**.

• EDUCATION

Professional Development Award in Design

London College of Communication, London, UK, 2000 - 2001.

B.A. in Marketing & Advertising

New Professions Institute, Caracas, Venezuela, 1991 - 1995.

• CERTIFICATIONS

- **SOCIAL MEDIA MARKETING** by Facebook, 2021.
- **DESIGN THINKING** by Digital Valley, 2020.
- **BRAND STRATEGIES FOR INSTAGRAM** by Dot Lung, 2020.
- **PERSONAL CREATIVITY** by Ji Lee (Creative Director at Facebook), 2020.
- **WEBFLOW (WEB DESIGN & DEVELOPMENT)** by Ran Seagall, 2019.

• SKILLS

- **Webflow**: Proficient in designing and developing websites.
- **ADOBE Suite**: Advanced skills in Photoshop & Illustrator.
- **Microsoft Office**: Advanced skills in PowerPoint & Word.
- **Figma & XD**
- **Languages**: Spanish (Native), English (Advanced)

• AWARDS

- **EPICA AWARDS**: Silver (Public Services / Outdoors), 2019.
- **CARIBBEAN AD FESTIVAL**: Shortlisted (Corporate Image / TV Commercial), 2018.
- **ANDA AWARDS**: Gold and Silver (Hospitality / TV Commercial), 2016.
- **ANDA AWARDS**: Bronze (Corporate Image / Press), 2007.
- **ANDA AWARDS**: Silver (Corporate Image / Press), 2003.