

Carlos Sepulveda

Creative Director

Marketing & Communications Strategist

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EXPERIENCE

Apollo Interactive, El Segundo, CA — *Creative Director*

August 2014 - PRESENT

- Head of the Creative Department
- Conceptualize, strategize, develop, and execute marketing initiatives for digital and traditional media outlets
- Manage the creative's department budget and resources
- Optimize digital creative campaigns in the following areas: communication, strategy, conversion rate, user experience and functionality
- Inspire other designers by delegating roles in leadership
- New Branding design for Apollo's proprietary consumer goods brands
- Responsible for elaborating new sales pitches for potential clients

Think Commerce Group, Miami, FL— *Creative Director*

2013 - 2014

- I was the lead designer for this startup digital-publishing company
- I was in charge of the creative concept and design for the company's brands and properties
- Responsible for creating, directing and executing digital interactive campaigns (email marketing, display media)
- Concept design and execution for social media interactions
- Responsible for overseeing campaign optimization

Worldmedia Interactive, Miami, FL— *Creative Director*

2010 - 2013

- Conceptualized, designed, and innovated web-based concepts for online campaigns and strategies
- Directed interactive campaigns from inception to execution
- Managed rich-media projects for video and audio production
- Asses and optimize user experience for web applications

HM Marketing, Ft. Lauderdale, FL — *Interactive Consultant*

2013

- Advised agency on best practices for interactive deliverables to maximize revenue

SKILLS

Digital Marketing
Visual design
Communications strategist
Video production
Photography
Branding
Hispanic Markets
UI/UX optimization

HIGHLIGHTS

Successfully executed digital marketing initiatives that had a direct impact on increasing revenue.

Brands I've worked with:

Mattel, Scotiabank, Lexus, Blackstone, Air Canada, LATAM, South African Airways, Visionworks, Berkshire Hathaway, Alamo, Avis, Waldorf Astoria, Hilton, Curves, among others

LANGUAGES

English
Spanish (100% fluent)

- Developed Agency's web collateral

Sepulveda Creatives, Los Angeles, CA — Owner / Creative Director

2013

This has been my own design studio since 2009

- Branding and concept design
- Video and Audio production
- Sound design
- Digital Publishing
- Digital strategy for monetization via display media, video pre-roll, and direct media buys

EDUCATION

**Cornell University, Ithaca, NY —
*Digital Marketing Certificate***

APRIL 2018

**University of Oregon, Eugene, OR —
*Bachelor of Science (Multimedia Design/ Digital Arts)***

JUNE 2006

**ITESM-CEM, Mexico City
*Equivalent to Associate's Degree in Marketing***

MAY 2003