



JESÚS GUERRERO MEYER

Phone: (55)1732.0679
E-mail: meyer_fuser@hotmail.com

ACADEMIC RECORD

Centro universitario de mercadotecnia y publicidad, 2007 - 2011

- Degree in Advertising

Sigue Produciendo, 2015 - 2017

- Bachelor in Voice Over and Dubbing

Mexican Academy of Creativity, 2017

- Postgraduate in Digital Creativity

Mexican Academy of Creativity, 2016

- Postgraduate in Integral Creativity

Miami Ad School, 2016

- Creative Boot Camp

Miami Ad School, 2014

- Creative Boot Camp

CONTESTS

- Origen Foundation 2008.- First Place
- Imagina Cuervo 2010.- Finalist
- DUOC - Creativiña, Chile, 2011
- Social Angel 2020-Second Place

EXTRACURRICULAR

Centro Universitario De Mercadotecnia y Publicidad (CUMP) 2016-2017

Professor of Advertising

Subject: Conceptualization workshop

RESOURCES

Adobe: Photoshop, Illustrator, Premiere, iMovie

LANGUAGES

ENGLISH - ADVANCED

PORTFOLIO

<http://meyerjesus.com>

EXPERIENCE

Creative Director generating creative concepts for 360 marketing campaigns such as Above the line (ATL), Below the line (BTL) and Digital platforms for national and international brands through creative ideas for master graphics / key visual, video, among others.

Strong skills in the development of writing ideas for copys and scripts for TV, radio and digital commercials / spots for different targets and audiences.

Experience in managing creative teams with direct report, also supervising, and directing production and postproduction teams.

• **AGENCIA i**
2021- Current
Creative Director
2018- 2021
Creative Sr.

- Direction of the team made up of 7 excellent creatives: Art Directors (ATL and digital), copys (ATL and digital).
- Development of 360 campaigns for different communication platforms for Banco Azteca (Institutional, App, Payroll, Insurance, Remittances, Recruitment, Currencies, Afore) and Presta Prenda.
- Our process begins with the reception of the brief, which we analyze to conceptualize and be able to generate creative paths that we execute in different media such as television, digital, radios and OOH
- Responsible for the supervision of production and post-production of each project.

PROJECTS

- Awareness campaigns for the institutional part of the Bank, App, Payroll, Insurance, Remittances, Currencies, Presta Prenda.
- Consideration campaigns for App, Payroll, Insurance, Remittances, Currencies, Recruitment and Afore, Presta Prenda.

• **JUGLAR**
2016- 2018
Creative Director

- Direction of the creative team my position conformed by: Head Art, Dir. Arte Jr., Cretivo Jr. and Creativa Jr.
- Accounts: Walmart Supercenter, Walmart E-commerce, Great Value, TEC de Monterrey, Todo por Emi, Cerebrum.

PROJECTS

- **Walmart Supercenter:** Strategic creativity for communication of ATL and BTL campaigns. Copywriting for printed materials, television and radio scripts. Supervision in production and post-production of television commercials and photographs.
Campaigns: Cuesta de Bajada, Martes de Frescura, Great Value, Precios Chaparros.
- **Walmart E-commerce:** Strategic creativity for communication of ATL, BTL and Digital campaigns. Writing copys for printed materials, scripts for television commercials and POP material. Supervision in production and post-production of television commercials, videos for POP and social networks. Supervision in photo production.
Campaigns: Hot Sale, Walmart Virtual Shelf, Walmart Spheres.
- **Tecnológico de Monterrey:** Strategic creativity for communication of ATL, BTL and Digital campaigns. Writing copys for printed materials, scripts for filminute and radio commercials. Supervision in production and post-production of film minute and photographs.
Campaigns: Lifelong Learning Solutions (Continuing Education Courses and Postgraduate Courses), Life (Student Philosophy)
- **All for Emi/Cerebrum:** Strategic creativity for communication of Digital campaigns. Supervision and production of posts for social networks.

• **GENOMMA LAB**
2011-2016
Creative Coordinator

- Direction of the creative team for the in-house agency.
- Creativity of concepts for the advertising campaigns of the brands health care, hair care and derma.
- Creation, coordination and supervision of script writing, production, and post-production of more than 500 television commercials.

PROJECTS

- **Project leader "App Brandish":** Development of creativity for the launch of the app. Supervision in Spain of pre-production of commercials for television. Supervision in Mexico of production and post-production of commercials for television.

• **LABASE COMUNICACIONES**
2011
Copy Jr.

- Development of creativity for print, scripts for radio spots. Production and post-production supervision for radio spots. Style correction.

BRANDS

- GEA: Imagen Radio, Reporte 98.5 Radio, Cadenatres-canal 28, Excélsior, Banco Multiva, Hospitales Ángeles, Hoteles Camino Real.
- SANOFI Group: Aderogyl
- Apple Resellers.