

# CARLOS BRACHO B.

Creative Director

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## SUMMARY OF QUALIFICATIONS

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Creative leader with proven record of unconventional creative strategies and executions:

- Over 10 years conceptualizing, writing and creating award-winning campaigns for TV, Radio, Outdoor, Direct Mail and Collateral
- Well-versed in interpretation of client strategies and integration of research to produce memorable, concise and clean copy which speaks to specified audience; In-depth knowledge and thorough understanding of the varied American Hispanic cultures and values
- History of developing results-oriented creative strategies that move markets toward client brands; Strong analytical skills focus on both client and agency objectives
- Valued by staff, clients and vendors for accuracy, tenacity and alacrity in the face of demands and deadlines

## PROFESSIONAL EXPERIENCE

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Freelance work (U.S.)

*Creative and photographer*

Ongoing

Conceptualizing, consulting and writing multimedia advertising for different clients

**ACCOUNTS:**

Lexicon (Inglés Sin Barretas, Olympia), SummerTree (ecotourism), Santa Maria Mortgage Lending Solutions, Texas Legal Marketing,

Walker Advertising, Inc. (U.S.)

*Creative Director*

1998-2004

Manage all creative projects from conception through production for integrated Spanish language campaigns, including television, radio, print, online, collateral and direct mail. Oversee and attend all broadcast productions. Define vision for all agency creative products. Shape ideas, direct and motivate creative team, both internal and external (freelancers). Effectively present and sell ideas both internally and to clients.

- Increased results (call volume) for direct response clients by 20%, resulting in increased client sales and 8% overall client growth
- Raised agency creative standards by upgrading quality standards and ensuring processes were at par with industry; Restructured creative department by defining policies and procedures; Identified staffing needs to increase productivity
- Developed brands, positioning, strategic plans and launch campaigns for two start-up clients

**ACCOUNTS:**

Los Defensores, 1800 The Law 2, Aseguranza Económica, Alivio Legal

DDB Needham (Mexico City)

*Associate Creative Director*

1993-1998

Supervise creative teams at top-tier agency, providing idea leadership and direction for multiple projects. Maintain client relationships by identifying appropriate communication vehicles to most accurately deliver messages tailored to the needs and values of target markets. In conjunction with media and account services, develop successful concepts and execute high-quality, efficient and cost-effective products across various mediums. Support agency growth by developing and delivering new business pitches.

- Promoted to group creative director in 1996

**ACCOUNTS:**

Volkswagen: various products including launch of Beetle and Pointer; Mobil (Oil); Michelin, BF Goodrich and Uniroyal (Tires); Brother (office equipment); Moulinex (kitchen appliances); Westin

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Hotels; Johnson & Johnson: Clorox, Neutrogena, Clean And Clear; Sabritas (Potato chips); Mac'Ma (cookies); Kaufmann & Broad (real estate)

Leo Burnett (Mexico City)

*Copywriter*

1992-1993

Develop and refine copy for all account materials. Participate and lead brainstorming sessions relevant to client goals with associate creative director and team. In conjunction with Creative and Account Management, ensure the effective, timely development and delivery of all copy materials. Transform strategies into provocative, compelling copy. Meet with clients to persuasively present new work. Understand project objectives to include and tone, legal issues, selling benefit/promise and client restrictions.

**ACCOUNTS:**

Kellogg's, Pert Plus, Pepto Bismol, Smirnoff, Tia Rosa (sweet bread), Maeva Hotels

AWARDS

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- Silver Círculo, Círculo Creativo 1998
- Reader's Digest 1997
- DDB International Pinnacle 1996
- DDB International Pinnacle 1995

EDUCATION / INDUSTRY RELATED TRAINING

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Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) 1989

- Bachelor's Degree of Science, Communication

The Vance Cesar Group: Professional and Executive Development 2002

Additional training completed in stage direction, photography and voiceover

ADDITIONAL INFORMATION

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- Fluent in English, French and Spanish
- Computer proficient in both MAC and PC operating systems: Adobe Illustrator, Photoshop; Macromedia Freehand and more
- Self motivated, positive, adaptable personality
- Solid references; Portfolio and reels demonstrating strong concepts and inspired writing available upon request