



CESAR PEREZ

DESIGN / CREATIVE DIRECTOR

PROFESSIONAL PROFILE

An experienced storyteller with over 10 years of experience using multimedia to bring stories to life and helping brands connect with their target audience. Highly regarded for championing innovative design solutions that integrate and anticipate consumer trends while being aligned with corporate branding. Proven track record of success in devising and executing creative marketing campaigns that have exceeded expectations. Decisive leader with a proven ability to lead and motivate diverse teams to achieve common goals.

WORK EXPERIENCE

Multimedia Designer / Producer at Ajax Building Company 06/2022 - 07/2023

- Helped expand brand awareness by managing creative content for various digital channels, including social media, email marketing, and website design
- Secured +\$250 million in projects for Ajax by developing proposals that clearly communicated the company's value proposition and benefits to potential clients
- Optimized marketing campaigns to ensure maximum reach and engagement with target audiences.

Social Media Manager / Producer at MyBookie.ag 02/2019 - 06/2022

- Set and tracked KPIs for social media campaigns to ensure alignment with business goals
- Collaborated with marketing professionals to develop and execute social media marketing campaigns that resulted in increased brand awareness and engagement
- Grew MyBookie's social media following and brand awareness by 145% through follower engagement and production of high-quality content

Video Producer & Graphic Designer at Cox Media Group 07/2017 - 06/2018

- Developed and implemented new branding strategies that resulted in increased brand awareness, product differentiation, and multimillion-dollar sponsorships
- Directed and produced high-quality sports shows that were engaging, informative, and reached millions of viewers
- Led the creation of branded motion graphics that were visually stunning and effective in communicating the company's message, resulting in increased revenue
- Collaborated with production team to identify and solve problems ensuring the highest quality for all shows.

Senior Graphic Designer at Savannah's Candy Kitchen 02/2016 - 01/2017

- Optimized web design and branding to improve user experience and boost brand awareness, working closely with Commerce CV3 to ensure a smooth implementation
- Increased website traffic by 120% through email and digital marketing campaigns
- Collaborated with template makers to produce artwork layout for product packaging that was visually appealing and aligned with the company's branding guidelines.

Senior Graphic Designer at Moon River Studios 06/2016 - 04/2017

- Generated graphics and original content for feature films; duties included creating concept art, storyboards, and visual effects
- Developed new marketing ideas to promote feature films and their production by creating social media campaigns, designing marketing materials, and writing press releases
- Assisted with post-editing of shorts and trailers by addressing errors, color-correcting scenes, adding sound effects, and finalizing the edit

News Content Specialist at WTOG 11 News 09/2015 - 02/2016

- Integrated various multimedia elements to produce high-quality news packages
- Developed and edited news packages that reached hundreds of thousands of views, demonstrating my ability to produce high-quality content that resonated with viewers
- Created graphics and lower thirds for morning news programming and Bounce TV

Promotions & Marketing at Alpha Media 09/2015 - 07/2016

- Developed and implemented marketing and promotional campaigns that increased brand awareness and listenership for Alpha Media
- Engaged advertisers and listeners through social media, live events, and other initiatives
- Increased listenership by 25%, which led to the acquisition of additional radio stations

EDUCATION

Georgia Southern University 08/2011 - 05/2015

- B.S. in Multimedia Communications with Information emphasis (3.7 GPA)
- minor in Music Performance

Experience in: Data management/Wireframing/Story boards/Web design/ Animation/Live Casting & Programming/ Digital Marketing/ Instructional Design/ Ensuring all digital content conforms to ADA & WCAG compliance

CONTACT

CesarPerezDesign@gmail.com

www.CesarPerezDesign.com
password: CPDesign23

Atlanta, GA

SKILLS



LANGUAGES

Spanish (Native)

English

French

CERTIFICATIONS

Radio Marketing Professional

GAB Radio Talent Institute

Fundamentals of Predictive
Project Management

Project Management Institute

Google Ads Display

Google