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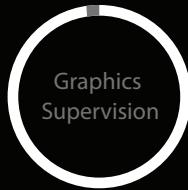
SKILLS



Multimedia Production



Project Management



Graphics Supervision



Brand Marketing



Content Development



Ad Trafficking

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

CESAR PEREZ

DESIGN / CREATIVE DIRECTOR

PROFESSIONAL PROFILE

An experienced storyteller with over 11 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.

WORK EXPERIENCE

Lead Motion Designer at Cox Media Group 01/2024 - Present

- Spearheaded the design and execution of multiple new show looks and special package graphics, directly contributing to the station's consistently leading market position in local news viewership.
- Functioned as the primary creative force behind award-winning programming that ensured high visual quality and brand consistency across all news broadcasts

Graphic Artist at Warner Bros. Discovery 10/2023 - 01/2024

- Produce high quality design under tight deadlines while maintaining strict accuracy, visual clarity and meeting technical standards
- Communicate with producers, graphic supervisors, and other design team members to support a range of graphics requests
- Help develop new show looks, logos, and templates to be used by design team

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

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
- Led a creative team of designers and marketers to produce 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
- Led team of designers in developing marketing ideas, creating social media campaigns to promote said film and its production, 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 WTOC 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

EDUCATION

Georgia Southern University

08/2011 - 05/2015

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