CESAR PEREZ

DESIGN / CREATIVE DIRECTOR

CONTACT

CesarPerezDesign@gmail.com

www.CesarPerezDesign.com

Atlanta, GA

SKILLS

- Multimedia Production
- Project Management
- Graphics Supervision
- Brand Marketing
- Content Development
- Ad Trafficking

LANGUAGES

Spanish (Native)

English

French

CERTIFICATIONS

Fundamentals of Predictive Project Management
Project Management Institute

Google Ads Display
Google

PROFESSIONAL PROFILE

Multimedia creative director and designer with 11+ years of experience building brand identities, motion packages, and high-stakes pitch presentations across television, entertainment, and commercial brands. Known for turning complex ideas into sharp visual stories that win new business and hold audiences

WORK EXPERIENCE

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

- **Led the complete visual rebrand** for Sports Zone Friday and Sports Zone Sunday, designing new logos, motion packages, and custom graphics that helped both shows heavily outperform the competition.
- **Designed the visual look and motion packages** across our main newscasts and special coverage, helping hold our #1 ratings spot every hour of the day.
- **Worked daily with executive producers and editors** to turn fast-moving stories into clear, compelling on-air visuals under tight broadcast deadlines.

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

- **Designed high-impact graphics and motion assets** for live broadcast and digital platforms under tight network deadlines.
- **Partnered with producers, graphic supervisors, and fellow designers** to deliver daily graphic requests while maintaining strict network brand and technical standards.
- **Developed new show looks, logos, and reusable templates** adopted by the broader design team.

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

- **Helped secure $250M+ in new business** by designing custom pitch decks, visual proposals, and presentation narratives that clearly sold the company's value to major clients.
- **Created multi-platform brand content** across video, web, email, and social media to sharpen the company's visual identity and market presence.
- **Built targeted digital campaigns** tailored to specific client audiences to drive engagement and support business development goals.

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

- **Grew social media following and brand awareness by 145%** by producing high-performing visual content and leading daily audience engagement.
- **Built and executed multi-channel campaigns** with the marketing team, tracking performance KPIs to keep creative output aligned with business goals.

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

- **Generated $1.5M+ in sponsored show revenue within my first six months** by creating custom brand sponsored segments and motion packages that helped sales teams close major partnerships.
- **Directed and produced high-visibility sports programming** that reached hundreds of thousands of viewers and directly boosted the company's revenue.

EDUCATION

Georgia Southern University

- B.S. in Multimedia Communications | Minor in Music Performance (3.7 GPA)