

GERMS

GERMÁN CHÁVEZ

915 S Oak Park, Ave. 1A.
Oak Park, IL. 60304
e: germs@germscd.com
c: (708) 310-5252
www.germscd.com

PAGES (WORD)
KEYNOTE
ADOBE CREATIVE SUITE
Nº 2 PENCIL

Anheuser-Bush InBev
Presidente, Bud Light, Montejo
Kellogg's
Tracfone
Telcel, Simple Mobile
Prudential Financial

Target
Disney
Coca-Cola
MNT, Copa Coca-Cola
Nike
Get Covered Illinois

Pernod Ricard
Chivas Regal, Jameson, Absolut
Martell Caractère
Nestlé
La Lechera, Maggi
Edward Jones Investments
American Home Shield

Renault
Clio, Kangoo, Stepway, Koleos
Nestlé
Purina Dog Chow, Beneful
Allied Domecq
Sauza Tequila, Courvoisier,
Ballantine's, Stoli

CREATIVE DIRECTOR

Creative Direction • Concepting • Creative Strategy • Social Marketing • Experiential Marketing • Retail Marketing

PROFILE

Award-winning Creative Director and Director Creativo, with over 20 years of experience in the top independent and international advertising agencies in Mexico and the US, in both Multicultural and Total Markets.

EXPERIENCE

Responsible for building straight-shooting brand connections through the line from the ground up. Creating reliable results through genuine multicultural insights in experiential marketing and events. Designer of experiences and content that people want to share, amplifying brand engagement and generating leads. Recognized for leading the creative strategy and development of teams in previously unexplored areas with current and new clients.

CMN/HENRY. 2015-2017

CREATIVE DIRECTOR

- Collaborating in the growth of the multicultural business by pitching and winning national and international brand opportunities for one of the leading multicultural event marketing and sponsorship agencies in the United States.
- Creatively led one of the most successful Mexican import beer strategies with the Montejo experiential launch in the U.S.
- Led Telcel and Simple Mobile activations and advertising that drove retail sales to their most satisfactory levels in the brand's history.

ELEMENTO L2. 2014-2015

CREATIVE DIRECTOR

- Lead Creative Strategist and Creative Director responsible for business growth and reinforcement of client relationships, generating not only seven number figures in revenue but also was **multi-awarded for experiential campaigns for Target and Coca-Cola.**

ASPEN/EPSILON. 2011-2014

CREATIVE DIRECTOR

- Helped grow multicultural efforts by pitching and winning national and global brand business for the agency. Ranked number one agency for all disciplines in the U.S. by Ad Age in 2012.
- Created **award-winning brand strategy and multi-channel campaign for Chivas Regal** under the Band of Brotherhood platform with the world's largest Hispanic rock band, Maná.
- Creative lead driving the global social and distributor launch of Martell Caractère, the first Cognac targeting Hispanic whiskey drinkers.
- Collaborated in the pitch and direct development of financial campaign for Edward Jones targeted to Hispanic and African Americans, from beginning to end as a national roll out.

PUBLICIS DIALOG. 2007-2011

CREATIVE DIRECTOR

- Developed Creative Strategies and Creative Direction for Beam Global international. **Award-winning campaigns: Tequila Sauza Tres Generaciones, Hornitos and Tequila H generating double digit growth in both the on-and off premise.**
- Created multi-award winning integrated campaign for Renault Clio.
- Creative ideation and direction of **Cannes Shortlist experiential campaign for Kangoo.**
- Built a collaborative relationship between client and agency to create unique experiential campaign Dog Chow's Perrotón, the first combined race with runners and their furry pals.