

## Jay Flores - Communications Creative Strategist

- San Antonio, TX
- jay@jayflores.com
- +1-407-922-8379

[jayflores.com](https://jayflores.com) →

[LinkedIn](#) →

[Case Studies](#) →



### Summary

- **20+ years** of creative leadership with **10+ years** in digital performance marketing.
- Test-and-learn operator: rapid variants, A/B tests, Brand Lift to scale what works.
- Translated complex med-tech (including an FDA De Novo milestone) into simple, compliant stories that increased qualified pipeline.
- Hands-on maker: concept, script, design, deliver (short-form video, AR, creator-style content).
- Cross-functional partner to Product, Sales, and Legal—align story, proof, and clear CTA.

### Core capabilities

Strategy & Storytelling (StoryBrand, Made to Stick) • Concepting, copy and art direction • Short-form/social (Reels/Shorts) • Prototyping/motion • AR/WebAR/QR • AI-assisted creative • Meta/Instagram ecosystem • A/B and multivariate testing • Insight-driven playbooks • Stakeholder alignment • Vendor/agency coordination

---

### Experience

#### **Xenex — Creative Strategist** | San Antonio, TX | 2023–Present

- Delivered an AI-powered personalized-mug studio that drove 28% more meetings, 372 badge scans, 378 mugs printed, and a 31% A/B-lead mix, outperforming prior trade-show cost-per-qualified-lead benchmarks by combining pre-event email voting, live onsite production, and CRM tagging.
- Build variant-testing playbooks (hooks, captions, cuts) in Ads Manager; improve watch-through and CTR by 15-30%; reduce CPA by 40-65% on top performers.
- Partner with Product, Sales, and Clinical to keep claims tight; ship assets that pass on the first review cycle.
- Own editorial calendars and short-form video for LinkedIn; added 1,100 net followers in 18 months and increased saves, shares, and qualified engagement.

## **UPS — Communications Creative Strategist** | Atlanta, GA (Remote) | 2014–2023

- AR Recognition: Turned a greeting card into a QR-triggered mobile AR mini-ceremony; lifted participation and morale during return-to-office; no app required.
- **Founders Day AR Museum:** Built a phone-accessible AR exhibit; global engagement and cultural pride at scale; AI-animated historic photos.
- Standardized brand assets and toolkits; improved speed-to-publish and message consistency across teams; produced high-visibility C-suite town hall presentations using Smart Brevity, reducing deck length by 20-40% while maintaining full content coverage and Q&A.
- Designed SharePoint communication hubs for GBS, Procurement and Real Estate, and Coupa Learning Hub serving a 100k+ workforce; decreased help-desk calls by 30% within 60 days.
- Partnered with a Business Resource Group on a parade UPS truck wrap; message clarity drew C-suite attention and secured corporate funding, preserving BRG budget.

---

## **JayFlo Designs — Live Wedding Painter & Graphic Designer** | Pittsburgh, PA | 2007–2014

- Live wedding painting (first dance/first kiss) with same-day reveals that drove guest engagement and post-event print orders.
- Event caricatures for weddings and corporate activations; brand identities and logos, murals, and photography with clean handoff files and vendor coordination.

---

## **Disney — Resort Front Drive Manager** | Orlando, FL | 1994–2007

- Led high-volume guest operations with cross-team coordination; practiced story-driven service and calm crisis communication; trained staff to improve consistency and reduce escalations.

### **Tools**

Adobe CC (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Aero, Firefly), Figma, Meta Ads Manager, WebAR/QR prototyping, Procreate, Lightroom, Google Flow, AI Studio,

### **Certifications**

Meta Certified Creative Strategy Professional (300-101) — *Exam scheduled Nov, 2025*

## **Education**

High School Diploma, Poinciana High (Kissimmee, FL)