

Jay Flores - Creative Strategist

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

jayflores.com →

[LinkedIn](#) →

[Case Studies](#) →



Summary

- **Creative strategist with 20+ years** driving performance across owned web (landing pages) and paid social.
- 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

- **Lead creative around FDA De Novo milestone** (Sep 1, 2023): simplified evidence and increased qualified leads; strengthened sales enablement with creator-style video and one-pager collateral.
- 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

Certifications

Meta Certified Creative Strategy Professional (300-101) — *Exam scheduled Sep 2025.*

Education

High School Diploma, Poinciana High (Kissimmee, FL)