

RAYMUNDO VALDEZ

Award-winning **STRATEGIC SENIOR CREATIVE DIRECTOR** with 10+ years of experience leading the creative and brand development of high-performing advertising campaigns across a variety of consumer touchpoints. Combines deep strategic skills and insightful creative development to connect with audiences and drive significant market growth. Strong team leader who excels at crafting exceptional brand and performance communications while maintaining consistency across a variety of channels including TV, print, email, social media, and digital. Bilingual and bicultural in English and Spanish.

AREAS OF EXPERTISE

Creative Team Leadership | Creative Direction | Art Direction | Branding & Positioning | Strategic Planning | Multicultural Communications | Consumer Behavior & Insights | Design Sensibility | Digital & Print | Social Media | Integrated Marketing Multi-Platform Marketing Campaigns | Spanish Copywriting | In-House Creative Leadership | FinTech Advertising

TECHNICAL TOOLBOX

Graphic Design | Photography | Video Production | Typography | Adobe Creative Suite

AWARDS

Cannes Lions | EFFIE | The One Show | Clio | London International & New York Festivals

PROFESSIONAL EXPERIENCE

PAYPAL | San Francisco, CA | 2016-2022

Senior Creative Director for Xoom, a PayPal Service

Led the creative and brand development of the entire Xoom global brand, guiding and inspiring a world-class team of art directors, designers, copywriters, and producers to craft high-performing campaigns from conception to execution. Collaborated with marketing, product, design, and business development teams, including senior business leaders, to identify and capitalize on relevant customer-centric insights to develop business-driving creative strategies. Led the localization process for international markets.

- Spearheaded the high-performance PayPal Remittances campaign by driving the creative strategy development with a customer-centric approach that resulted in an insightful campaign produced well ahead of schedule and under budget
- Conceptualized and produced a large-scale brand campaign for Xoom (40 spots localized in 7 languages) that resulted in very high customer ratings (84%) and was produced for under \$120K
- Pivoted campaigns towards cost-effective animation spots, at an average cost of \$1500 per spot, while testing at 76-83% likability and driving significant US, CA, and EU business
- Delivered hundreds of thousands in cost savings by serving as a hands-on creative director, copywriter, producer, and project manager for numerous key projects resulting in:
 - 78% CPA improvement for search image extensions, resulting in a 14% increase in total conversions
 - 4% increase in incremental conversions, 3.6K increase in incremental impressions, and 1K increase in unique search queries

XOOM | San Francisco, CA | 2014-2016

Creative Director, Global Brand Management (2015-2016)

Creative Marketing Manager (2014-2015)

Established and continually innovated the creative direction for the entire Xoom Remittances brand to reach and engage with diverse markets within the US. Provided on-set art and creative direction for photography and live-action productions in close collaboration with multicultural creative agencies, production companies, and photography studios.

- Developed a multicultural portfolio of campaigns targeting all corridors including Mexican, Indian, Filipino, Vietnamese, and Chinese audiences by leading both in-house creative teams and ethnic advertising agencies
- Drove brand cohesiveness by creating a comprehensive brand book that guided the tone, manner, voice, and personality of all content while saving significant costs by handling in house

- Led the development of the Xoom Visual Identity System to be deployed in all communications
- Provided strategic guidance to marketing stakeholders for the creation of creative strategies that led to campaigns that increased significant conversion rates
- Provided creative guidance to multicultural advertising agencies and production companies supporting the creation of business-driving campaigns for all corridors, including APAC and EMEA

Giles Studios, New Hall Labs, and San Francisco Parks Alliance | San Francisco, CA | 2013-2014

Senior Creative Director

Provided full-spectrum creative guidance and expertise for a variety of key initiatives and organizations.

- Developed both brand and creative Hispanic strategies for the La Bella Beauty care line in collaboration with company leaders; expanded efforts to later conceptualize and execute the new Hispanic La Bella hair and skin campaign
- Revamped Calle24, the historic district of San Francisco's bilingual website by designing, translating, and laying out new content
- Refreshed the corporate image, stationery, and website for Giles Studios, a fine art studio in Palm Springs

Alma DDB San Francisco | San Francisco, CA | 2008-2012

Senior Creative Director

Owned the entire creative output of the San Francisco office of this advertising agency supporting blue-chip brands.

- Developed successful cross-platform campaigns for US Hispanic Clorox brands, from strategy to final execution, including broadcast, digital, social media, print and collateral, in-store POS, and shopper marketing
- Developed successful online and social media creative solutions for Pine-Sol, Clorox, Kingsford, and Armor All
- Created several Hispanic Market integrated campaigns for Capital One Bank, Exxon/Mobile, and McDonald's, and General Market campaigns for Glad
- Held full involvement in strategic thinking and consumer insights platforms for all Clorox brands
- Conducted close collaboration with OMD Latino and active collaboration in new business pitches and PepsiCo projects
- Won 15+ creative awards for the agency and continually generated new business with Clorox, Glad, and Kingsford due to exceptional ad performance

Dieste | San Francisco, CA | 2005-2008

Senior Creative Director

Drove the creative strategy and production of the San Francisco location, overseeing a team of four.

- Ignited significant business growth by developing successful multi-platform campaigns for the Clorox Health and Wellness Franchise, Pine-Sol, and Glad
- Won + 10 creative awards for the agency, including a Cannes Lions shortlist
- Landed 2 new accounts: LeapFrog and Latino Film Festival

COMMUNITY INVOLVEMENT

Aguilas | San Francisco, CA | 2012-2015

Program Associate & Member of Board of Directors

- Oversaw the non-profit corporation, its overall operations, and its various committees, such as fundraising, community building, HIV prevention programs, and finance
- Developed community advertising campaigns, internet promotions, graphic materials, social media content, and photography/video to drive awareness of the organization and its mission

EDUCATION

UNIVERSIDAD IBEROAMERICANA | Mexico City

Bachelor's Degree, Graphic Design