

# RAYMUNDO VALDEZ

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Award-winning **STRATEGIC SENIOR CREATIVE DIRECTOR** with more than fifteen years of experience developing high-performing advertising campaigns with an emphasis on consumer marketing. Combines deep strategic skills and insightful creative development to connect with diverse audiences and drive significant market growth. Strong team player who excels at crafting high-impact brand and performance communications while maintaining consistent messaging across multiple platforms, including social media, TV, web videos, print, and digital formats. Great industry knowledge with experience guiding campaign development and brand strategy. Bilingual and bicultural in English and Spanish.

## AREAS OF EXPERTISE

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

## TECHNICAL TOOLBOX

**Graphic Design | Photography | Typography | Logo Design | Adobe Creative Suite: Illustrator, Photoshop, InDesign**

## AWARDS

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

## PROFESSIONAL EXPERIENCE

### **PAYPAL | San Francisco, CA | 2016-Present**

#### **Senior Creative Director for Xoom, a PayPal Service**

Lead the creative development of consumer marketing programs for the entire Xoom global brand, guiding the in-house creative team and advertising agencies to craft insightful and strategic advertising campaigns from concept to final production. Collaborate with stakeholders to identify and capitalize on relevant customer-centric insights to develop business-driving strategies.

- Spearheaded the high-performance PayPal Remittances (Digital Wallet) ad 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 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
  - Delivery of localized Spanish campaigns, saving the company significant time and costs by handling in house

### **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.

- Developed a multicultural portfolio of campaigns targeting Latin American, Indian, Filipino, Vietnamese, Chinese, and European 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

### **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

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## **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

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## **EDUCATION**

### **UNIVERSIDAD IBEROAMERICANA | Mexico City**

Bachelor's Degree, Graphic Design