

Juarez Rodrigues

Creative Director

Greater Los Angeles Area, CA

213-999-1058
juarezrsf@gmail.com
www.juarezrodrigues.com
www.linkedin.com/in/juarez-rodrigues

Professional Profile

Award-winning multidisciplinary Creative Director with international experience who believes in the power of get-off-your-butt-and-do-it. Ability to develop strategic, creative concepts that result in compelling campaigns and innovative brand work that engages consumers and impacts culture. Known for driving exceptional results in business and brand perception. Detailed-oriented art director with deeply rooted design craft experience and proficiency, as well as a great eye for aesthetics. As a team leader, continuously collaborate with colleagues and clients to work towards growth, always acting with empathy and absolute creative excellence.

Core Competencies & Skills

- Creative leadership
- Conceptual creative thinking
- Strategic and critical business approach
- Innovative, insightful, and pro-active creative
- Highly developed design craft
- Experienced art director
- 360 thinking and execution
- Knowledgeable of Adobe CC

Work Experience

Observatory / Crispin, Los Angeles, CA

Named to Fast Company's 2020, 2021, and 2022 "Most Innovative Companies"

Creative Director (01/2023 – Current)

Spearhead initiatives to enhance the agency's creative excellence and drive new business growth. I guide and inspire creative teams, fostering a collaborative environment that aligns with our strategic and production departments' objectives. My expertise has helped the company crafting entertainment-focused, integrated campaigns that resonate with diverse audiences.

- Orchestrated a global integrated campaign for 19 Crimes, a prominent wine brand, achieving impactful brand engagement and market recognition;
- Created a year-long campaign for Halo Top, highly exceeding the KPIs expectations;

The Community, New York, NY

2022 Ad Age's A-List and Fast Company's "Most Innovative Companies in Advertising."

Creative Director (01/2020 – 10/2022)

Reported to the Chief Creative Officer (CCO) and responsible for elevating the agency's creative output while driving new business into the company. Led and mentored creative teams towards the same goal while working closely with strategy and production departments.

- The Oreo Doomsday Vault brought The Community back to the top list of most awarded agencies in 2021, gathering over 100 awards including Cannes, One Show, D&AD, Clio, etc.
- The constant success of the produced work for Oreo brought new projects and clients such as Netflix, Diageo, and General Motors.
- Working with other Publicis Groupe agencies, helped with the acquisition of new business such as Planet Fitness and Walmart.

RPA, Santa Monica, CA

Independent modern agency, with a timeless perspective: People First.

Senior Art Director (10/2016 – 12/2019)

Reported to the head of creative development and responsible for creating 360 campaigns for Honda. Created and oversaw the production and development of film, print, photo, digital, and social assets that created thought-provoking campaigns that shaped culture.

- Created and oversaw the production of a series of films for the Imaginary Friend Society initiative that created a profound impact in the lives of families that deal with childhood cancer.
- Brought in dozens of awards in 2017 and 2018 for the work done for Honda and the Pediatric Brain Tumor Foundation, which brought recognition and growth in business to the agency.

Think, Hamburg, Germany

A Full Service WPP agency, with 420 employees at ten agencies in six different cities.

Senior Art Director (04/2016 – 09/2016)

Responsible for driving consumer-centric, engaging creative and tactical application from concept through high-quality output for brands such as Audi, Panasonic and Google.

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DDB, Hamburg, Germany

A Omnicom agency focused on driving Unreasonable Growth for clients.

Senior Art Director (10/2014 – 03/2016)

Conceptualized, brainstormed, imagined, and developed creative ideas and executions for television, print, digital, outdoor, and other applicable media opportunities, given the strategic brief. Also responsible for overseeing and approving executions throughout the production process.

- Created and approved a campaign concept for German T-Mobile branch that, due to the massive success, was rolled out to all of Europe.
- Led and managed the internal proactive award-winning Idea Conceptual teams.

Jung von Matt, Hamburg, Germany

Highly awarded independent agency, most successful German agency to date.

Art Director (09/2012 – 09/2014)

Managed multiple deliverables on several campaigns at once. Learned solid presentation skills, client outreach and further developed design craft. Worked on a variety of clients such as Mercedes-Benz, Vodafone, IWC and Panasonic.

Awards & Recognitions

Visual and conceptual work garnered **hundreds of awards** and have been recognized by the most important advertising festivals such as **D&AD, Cannes Lions, The One Show, Clio, ADC**. Both advertising and personal work have been featured in the **Fast Company, Mashable, Daily Mail, Trend Hunt, Fubiz, ABC News and Huffington Post**, among others.

Full list of accolades at www.juarezrodrigues.com/about

Clients

Oreo | Verizon | Netflix | Diageo | Volkswagen | Honda | Audi | Mercedes-Benz
Planet Fitness | Panasonic | Vodafone | T-Mobile | Ikea

Education

Bachelor – Advertising & Marketing – Federal University of Goias, Brazil

Bachelor – Graphic Design – SENAC-GO, Brazil

Creative Portfolio – Art Direction – Miami Ad School, Brazil + Germany

Language Proficiency

Portuguese – Fluent – 10/10

English – Fluent – 9/10

Spanish – Intermediate – 5/10

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