

JACOB RODRIGUEZ

CHIEF CREATIVE OFFICER | BRAND STRATEGIST

New York, NY 10022
(111) 111-1111
fictionalemail@gmail.com
www.linkedin.com/in/benderodriguez
Portfolio

Innovative, forward-thinking Chief Creative Officer with a proven track record of successfully building and leading top-tier teams to develop creative assets, campaigns, and strategic initiatives that differentiate brands from their competitive peers and fuel business growth.

Extensive experience leading all phases of creative development – from traditional print to digital – delivering timeless designs that evolve, mature, and elevate established brands. Spearheaded multi-million-dollar, award-winning global advertising campaigns with budgets ranging from \$260K to \$3.5MM, consistently achieving ROI goals and completing time-sensitive projects under budget.



KEY CLIENTS & BRANDS

Buffalo Wild Wings, CBS, CNN, Cox Communications, Disney, DreamWorks, Grammy Awards, Great Clips, Green Bay Packers, Hearst Television, Jazz @Lincoln Center, Kemps, Microsoft, Minnesota Twins, Minnesota Vikings, MTV, NBC Olympics, NBC Today Show, New York Lottery, Nickelodeon, Optum, Paramount, Pillsbury, Showtime, Spider-Man, Star Wars, Target, TCF Bank, UnitedHealthcare, US Army, US Postal Service, Verizon.

PROFESSIONAL EXPERIENCE

ABCD Consulting | New York, NY | 2015 to Present

Full-service creative agency specializing in marketing, design, visual merchandising, and brand development services.

Founder | Chief Creative Officer (CCO)

Manage and operate a consultancy to provide holistic marketing, merchandising, and brand-building services for a diverse customer base. Set the tone, vision, and creative direction of customer brands, managing end-to-end projects, campaigns, and creative initiatives to elevate and evolve brand perceptions. Recruit a highly qualified team of top-tier freelance talent for each project, holding them accountable against key performance objectives.

- Served as extension of clients' marketing and advertising departments, spearheading the development of impactful, culturally relevant, timeless marketing collateral to engage audiences in a highly competitive market.
 - Employed a story-driven approach to modernize and differentiate the brand image.*
- Designed and styled an award-winning photo campaign for Tom Ford's new unisex fragrance (Ombre leather).
 - Achieved 3x industry awards for an innovative campaign launched in 2018 which is still running to this day.*
- Refreshed and managed DSQUARED2's social media campaign, overseeing all casting, fashion, and art direction to ensure a successful relaunch of DSQUARED2 jeans using an innovative 'wet jeans' concept.
 - Expanded the campaign's reach, going from print to digital and social; increased social followers by 168%.*
- Drove the commercially successful launch of a fine jewelry brand, establishing brand standards (tone, style, design, guidelines) to inform strategic marketing efforts and facilitating 145% growth in annual revenue.

XYZ Company | New York, NY | 2016 to 2024

Chain retailer featuring a variety of fashion-forward footwear and accessories for both men and women.

Global Creative Director, Marketing & Brand Development

Designed integrated marketing strategies to build brand awareness and accelerate sales across all channels. Provided leadership, oversight, and creative direction for a 6-7-member team and 20+ freelancers, collaborating with art directors, copywriters, and multimedia specialists to develop brand-aligned marketing materials that effectively capture the brand's unique value proposition and differentiating factors.

- Established an in-house photography studio from the ground up, resulting in long-term cost savings and increased content while ensuring business continuity in a challenging pandemic environment.
 - *Decreased costs by 35% and improved content quality.*
- Strategically in-housed creative production work, delivering an additional ~\$1MM in cost savings.
- Handpicked by the CEO to orchestrate all public relations efforts, ensuring the successful launch of Steve Madden's film (Mad Men: The Steve Madden Story) and book.
- Designed holistic digital marketing plans to drive audience engagement, leveraging social media channels, influencer partnerships, email marketing initiatives, and web optimization to maximize revenue potential.
 - *Scaled Instagram followers by 100%, going from 1M to 2M throughout tenure.*
- Maintained an 80% retention rate for team members, reflecting a highly empathic, hands-on managerial style.
 - *Recognized for effectively identifying strengths and competencies at the individual level, strategically positioning talent where they were most effective.*

"Jacob is a visionary leader whose creativity knows no bounds. He not only transformed our clients' brand strategies but consistently delivered breathtaking campaigns that elevated brand perception and drove measurable growth. Jacob's deep understanding of both traditional and digital marketing landscapes allowed our agency to innovate at every turn. I wholeheartedly recommend Jacob to anyone seeking a powerhouse of creativity and strategic insight."

Frank R., VP of Marketing, MJAE Consulting

ABC Limited | New York, NY | 2010 to 2014

American casualwear and dress clothing brand with over \$19.5MM in annual revenue.

SVP, Creative Services & Marketing

Spearheaded the transition from a wholesale to a direct-to-consumer (DTC) brand to capitalize on untapped market opportunities and modernize the brand image. Built, trained, and led an in-house creative team, spearheading ROI-driven seasonal marketing campaigns, collateral, and brand packaging – from conceptual design to creation and launch.

- Partnered with the CEO and President to define the brand direction, establishing a new creative approach to ensure cohesiveness and consistency in all brand marketing initiatives.
- Supervised 30 creative directors, art directors, graphic artists, copywriters, and visual merchandisers, managing 34-36 projects with budgets up to \$1.2MM each; successfully exceeded campaign KPI goals by up to 780%.

AEX | New York, NY | 2004 to 2010

Clothing and accessories retail company headquartered in Pittsburgh with 40K+ employees and \$5.26B in annual revenue.

Vice President of Concept & Brand Development

Partnered with the Chief Design Officer to define seasonal concepts and art direction, including color, styling, and fabric. Led and trained a team of conceptual designers, developing design concepts for merchants, marketing teams, and internal designers. Worked proactively with senior leadership to create commercially successful seasonal concepts.

- Established the Concept Department (2006 to 2008), orchestrating the development of entire seasonal concepts for internal teams which were broken down into strategic segments.
- Conducted deep-dive assessments to identify gaps and capitalize on brand improvement opportunities; set design standards, reevaluated the logo, and conducted a major brand overhaul to widen customer appeal.
 - *Successfully solidified AEX as a teen brand by targeting a younger demographic.*

ADDITIONAL ROLES: GapKids, Senior Manager, Concept & Brand Development | The Gap, Concept Manager

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

BACHELOR OF FINE ARTS (BFA), DESIGN AND TEXTILES

Software: Adobe InDesign, Keynote, Photoshop, Canva, Miro