**Valentina Gomez Bravo**

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**Brand Strategist | Brand Marketing Manager | Creative Director**

**Professional Summary**

Award-winning dynamic brand strategist and executive creative director with a track record of success and an MBA in Strategic Marketing. Seeking a corporate opportunity to drive transformative change. Proficient in developing innovative and impactful communication strategies, managing internal and external communications, and nurturing key stakeholder relationships. Expertise in brand marketing, creative direction, multicultural marketing, entrepreneurship, and social media. Strong leadership skills, driving business growth and delivering compelling presentations. Bilingual in English and Spanish, with proficiency in Adobe Creative Suite.

**Skills**

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| --- | --- | --- | --- |
| * Brand strategy | * Brand development | * Public speaking | * Social Media Marketing |
| * Creative direction | * Multicultural Marketing | * Diversity, equity, and inclusion | * Public relations |
| * Corporate communications | * Creative writing | * Integrated marketing communications | * Project management |
| * Leadership | * Experiential marketing | * Entrepreneurship | * Graphic and web design |

**Career highlights**

**Award-winning creative direction:** Over 12 years leading creative teams and creative direction for brand strategy, design, and content development across multiple industries and sectors, ensuring consistent and compelling storytelling across various marketing channels and improving brand recognition and customer loyalty.

**Engaging and impactful communications:** Successfully developed and implemented high-impact internal and external corporate integrated marketing communication strategies and campaigns, resulting in timely dissemination of information and messages to key stakeholders, higher employee engagement, internal brand buy-in, and improved collaboration across departments.

**Product development and brand marketing:** Spearheaded the design, development, and launch of a digital multi-platform, achieving a 50% growth in the online community and a 30% increase in membership within six months, demonstrating exceptional project management skills and strategic marketing expertise.

**Experience**

**Brand Marketing and Creative Lead,** Vibrantz Technologies| September 2021 – Present

*Leading brand creation, design, development, and communication efforts as three international organizations merge into one new global brand. Developing effective and impactful internal and external communications for multicultural and multilingual audiences impacting over 5,000 stakeholders in 18 languages.*

* Lead global rebranding, establishing new brand identity and needs with new communicational tools to enable a successful organization-wide brand transition.
* Generate and manage internal and external integrated communication pieces, ensuring timely dissemination of information to over 5,000 stakeholders in 18 languages.
* Manage resources and coordinate marketing, communications and brand initiatives, fostering global relationships with advocates and key stakeholders.
* Drive the creation of engaging visual communication pieces aligning them with the company's brand identity and increasing brand recognition over expectations.
* Facilitate opportunities where communication supports strategic goals; drives change, addresses issues, and fosters alignment and collaboration, delivering effective communication programs and messages.
* Own and implement effective internal and external corporate communication strategies, including metrics to evaluate their effectiveness.
* Streamline design team operations, creating and implementing an operational checklist to reduce the timeframe for completing tasks and minimize missed steps or mistakes through project management tools and processes to effectively coordinate and execute multiple continuous and multi-faceted initiatives globally.
* Lead cross-platform content development for internal and external audiences, ensuring a consistent business look, feel, and branding across all platforms with a global reach, including video messaging, event planning, publicity, and graphic design, to enhance engagement, brand development, and brand recognition.

**Brand Marketing Strategist and Executive Creative Director,** Bunker +58 Branding and Design Studio| May 2013 – Present

Spearheaded the creation, design, and growth of multicultural and bilingual brands across diverse industries, resulting in expanded market reach and increased brand equity through award-winning creative work.

* Lead and directed a creative team to develop brand strategies, leveraging insights and powerful storytelling to captivate clients and achieve impactful outcomes.
* Utilize comprehensive research on cultural, social, and market trends to inform and contextualize brand projects, ensuring relevance and resonance with target audiences.
* Drive creative ideation and execution of brand identity design and content development across varied markets and industries, fostering brand differentiation and recognition.
* Successfully managed client acquisition, oversight, and retention, delivering a 60% growth in client base over three years.
* Provide strategic and creative direction on client projects, resulting in a consistent 20% business growth for clients and accounts.
* Inspire and motivate creative teams and clients through compelling projects and engaging presentations, fostering a culture of innovation and collaboration.
* Champion a holistic approach to omnichannel marketing, brand development, and design, optimizing brand visibility and driving customer engagement across digital and offline channels.

**Brand Marketing Strategist and Director,** Texas en Español, *Houston, TX* | February 2016 – July 2022

*Led comprehensive entrepreneurship, business design, omnichannel marketing, and brand development approach, leveraging expertise to drive business creation, expansion, and community development.*

* Owned the design, development, and launch of a digital multi-platform.
* Developed a business plan, identifying the target market, marketing strategy, cashflow projections, operating procedures, necessary capital investments, administrative preparation, and other requirements to facilitate a successful launch.
* Directed high-level strategy for the group, developing vision, mission, and values to impact critical decision-making.
* Achieved a 50% growth in the online community and a 30% increase in membership within six months, demonstrating exceptional project management skills and strategic marketing expertise.
* Generated a 30% revenue growth by piloting new products in existing and expanding markets.
* Took ownership of the target-setting process, facilitating conversations between team leaders to define high-level business objectives and benchmarking on previous performance and industry competitors to set ambitious yet attainable goals.
* Managed production of daily omnichannel content, overseeing content production and distribution.
* Implemented project management software to standardize communication and workflow delegation across the team.

**Creative Director and Brand Manager,** Impetu Creaciones, *Caracas, Venezuela* | 2012 – 2014

*Built a trendsetting sportswear and athleisure brand exclusively for dancers. Pioneered the project from inception, crafting a dynamic, fashion-forward identity. Transformed the industry landscape, empowering dancers with stylish and performance-driven apparel.*

* Owned strategic partnerships with Design, Merchandising, Planning, and Production teams, and well-coordinated marketing leadership across all functions setting high-level marketing strategy and roadmap, getting leadership buy-in, and driving execution.
* Led development and launch of the Brand Book and Brand Style Guide, including the brand DNA, brand voice, logo/trim, packaging, brand fonts, color palette, and more.
* Developed and executed an impactful brand launch plan, followed by monthly and weekly campaigns that continue to resonate and beat growth expectations.
* Coordinated and optimized cross-functional marketing alignment processes across the company.
* Developed and execute innovative brand, e-commerce, site merchandising, retail marketing, CRM, social media, PR, and brand ambassador strategies that align with brand and business goals and priorities.
* Directed and oversew production of all marketing materials, such as mass email, site marketing, window signage, interior graphics and visuals, store & product packaging, and more.
* Dove into customer insights analysis to improve customer understanding, strengthen customer acquisition and retention efforts, enhance targeted marketing campaigns, and drive key business strategies.
* Set a productive and efficient organizational structure; hire, grow, mentor and develop a healthy, efficient and collaborative team, including dedicated and non-dedicated roles.

**Senior Creative (Copywriter),** ZEA BBDO / TBWA / NUCORPA, *Caracas, Venezuela* | 2007 – 2012

*Produced fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for sophisticated audiences. Clients/Accounts: Pepsi, Splenda, Johnson & Johnson, Gatorade, Bayer (pharmaceuticals), Polar Ice (Beer), Doritos, Lipton Tea, Volkswagen, Red Bull, Financial institutions, Bayer (pharmaceutical), National Grocery Store Chain, Montana, Kolosh.*

* Led a cross-functional team of graphic designers, copywriters, social-media experts, photographers/videographers, and project managers in strategically developing messaging and deliverables.
* Managed work and resources across engagements based on short- and long-term needs, and develop schedules by collaborating with designers, copywriters, and production artists.
* Conduct brainstorming sessions with the creative team, maintaining strategic thinking to develop innovative and actionable initiatives in a fiscally responsible manner.
* Review and approve art and copy developed by the team, ensuring that deliverables effectively address marketing goals and challenges.
* Oversee and execute the presentation of final concepts and obtain approvals for deliverables.

**Marketing Communications Associate,** Red Bull, *Caracas, Venezuela* | 2005 - 2007

*Interdisciplinary and bilingual communications support and proven organization and multi-tasking role in a fast-paced environment.*

* Supported created and executed communications strategies.
* Provided as-needed communications support for interdisciplinary units.
* Created content for website, newsletter, events, and media.
* Managed production of brand-consistent marketing materials and write and distribute press releases.

**Education**

* **Master in business administration and strategic marketing (MBA) - Universidad de Palermo**, Buenos Aires, Argentina
* **Creative Direction & Copywriting - Brother Escuela de Creativos**, Buenos Aires, Argentina
* **Bachelors in mass media communications, marketing, advertising & public relations**

**Universidad Católica Andrés Bello**, Caracas, Venezuela

* **Associate in visual communications, graphic design, web design, digital photography**

**Lonestar College**, Houston, Texas, United States

**Professor/faculty**

* **Adjunct professor - Visual communications.** Lonestar College-Kingwood, TX – 2019 – 2022
* **Adjunct professor - Creativity & advertising.** Universidad Católica Andrés Bello - Caracas, Venezuela – 2009-2011

**Awards and recognitions**

* ***Houston Business Journal’s 40 Under 40*** *- Class of 2021*
* ***Mosaic Champion Award*** *- American Advertising Federation - District 10 - 2020 The Mosaic Champion Award recognizes a professional or organization that has been continuously supportive of diversity and inclusion within the industry and has demonstrated unwavering belief in this cause through mentorship, leadership, and support of D&I program initiatives and by implementing cutting edge strategies and approaches for addressing diversity issues, among other acts.*
* ***American Advertising Awards***
* *Bronze (Logo Design)- District 10 (Texas, Oklahoma, Arkansas, Louisiana) — 2021*
* *Silver (Brand Identity Campaign) - Bronze (Logo Design) - Houston — 2021*
* *Silver (Brand Identity Campaign) - Bronze (Logo Design) - Houston — 2020*
* *Bronze (Website Design) - Bronze (Logo Design) - Houston — 2020*

**Volunteer and community involvement**

* **Board of Directors - American Advertising Federation –** Seattle, WA +Houston, TX
* **Mentor - Latinas Achieve - Center for Latino Studies, University of Houston, Downtown -**  Houston, TX
* **Advisory Board, Marketing Chair + Mentor - Power on Heels Fund, Inc -** Houston, TX