



**Highly strategic and multitalented creative professional with extensive experience in multimedia advertising, brand development and video production.**

## PROFILE

For many years, I organized and managed the day-to-day operations of the creative department of one of the largest independently-owned advertising agencies in Texas, managing hundreds of projects and developing long-term client relationships. I've been fortunate to create award-winning work for clients such as Walmart, Miller Lite, Dr. Pepper/Snapple Group, Goya Foods, Geico Auto Insurance, Texas Lotto, Fiesta Mart and others.

## EDUCATION

**St. Thomas University, Houston, TX**  
**1982 -1986**

BBA in Business Administration  
BA in Communications

## SKILLS

- ◆ Brand Development
- ◆ Strategic Communication Development
- ◆ Copywriting / Transcreations
- ◆ Spanish/English
- ◆ TV, Radio, Print, Social Media
- ◆ Graphic and Design Director
- ◆ Content Management
- ◆ Video Production / Director / Acting Coach
- ◆ TV, Radio, Print, Social Media

## EXPERIENCE

**Creative Manager, ZapBoomBang Studios**  
**2015 - 2017**

Provide creative vision, direction and production assistance to many internal and external projects, with a strong focus on strategy and brand development.

**Executive Creative Director, Tippit & Moo Advertising,**  
**2012 - 2015**

Led the opening of this multicultural advertising agency. Provided creative guidance and leadership with respect to advertising campaigns, strategies, budgets and personnel considerations.

**VP Creative Director, Lopez Negrete Communications**  
**1986 - 2012**

Started my career as the first employee of this advertising agency, providing services in every aspect of the creative process: concepting, copywriting, photography, casting, production and beyond. By my departure, the company was a 150+ employee company.

**2004 - 2012 Vice President Creative Director**  
**1996 - 2003 Executive Creative Director**  
**1994 - 1995 Creative Director**  
**1986 - 1993 Creative Assistant / Producer**

## AWARDS

Hundreds of local, regional and national awards from Best of Show to a Certificate of Excellence. Telly Awards, Addy's, Effies, PRSAs and Web awards. Some of my work appears in the Smithsonian.

But for me the biggest reward is the response of an audience and the results of an initiative.  
No results - No glory.



832-465-2985



jgherba111@gmail.com



jgherba.com