

# Gonzaga Gómez-Cortázar

## CREATIVE DIRECTOR

With 15 years of experience, I have developed marketing strategies for 8 New York Times bestsellers and created work showcased in Times Square and the NYSE. I have worked with brands like Apple and Ikea, and personalities such as Hillary Clinton.

New York, New York  
619 723 3777  
gonzagagc@gmail.com  
linkedin.com/in/gonzaga  
gonzaga.co

## RELEVANT EXPERIENCE

### Creative Director — Target Marketing Digital, New York City, Remote

FEBRUARY 2018 - PRESENT

- Spearheaded artistic vision and creative strategy development for marketing campaigns, overseeing all aspects from ideation to execution.
- Developed creative marketing strategies of 8 New York Times and 11 Wall Street Journal bestsellers.
- Successfully built and managed a team of 15 creative professionals.
- Directed all aspects of photo and video productions.
- Led end-to-end graphic design assets for social media, optimizing visuals for maximum impact within our digital campaigns.
- Created ad campaigns displayed in Times Square and the NYSE.
- Co-led pitching presentations alongside the CEO and Managing Director, resulting in the successful acquisition of prestigious high-caliber clients.
- Maintained strong client relationships by actively engaging in daily meetings, resulting in repeat business and referrals within the industry.
- Employed negotiation skills to navigate complex client expectations.
- Clients included: Hillary Clinton, Henry Kissinger, Katherine Schwarzenegger, Eric Schmidt, Bob Woodward, Penguin Random House, and more.

### Freelance Creative Director — Open Horizon Studio, New York City, Remote

OCTOBER 2009 - PRESENT

- Led photography and video shoots of events, conferences, art projects, and advertisements for a wide range of clients, including Apple, IKEA and Scholastic.
- Directed web design and graphic design projects; developed branding, and translated services between English and Spanish to optimize online presence and make information available to a wider audience.

### Multimedia Designer — Alternative Strategies, San Diego, CA

APRIL 2017 - FEBRUARY 2018

- Directed video and photography shoots for bars, restaurants, and real estate businesses throughout California. Developed corporate identity of clients, including logos and brand collateral.
- Spearheaded clients' social creative content, increasing overall social media engagement by up to 150%.

## EDUCATION

### BA in Film & Design — Basque Country University, Bilbao, Spain

2005 - 2009

## SKILLS

### Technical Skills

Photography  
Video Production  
Storyboarding  
Photoshop  
Premiere  
Illustrator  
InDesign  
Lightroom  
Final Cut Pro  
After Effects  
Audition  
Figma  
HTML and CSS  
Basecamp  
UX/UI

### Leadership Skills

Mentorship  
Pitch Presentations  
Strategic Ideation  
Project Management  
Team Management  
Communication  
Art Direction  
Empowering  
Leadership  
Innovating Thinking  
Negotiation  
Budgeting

## LANGUAGES

English  
Spanish  
French