

Ignacio R. Romero

1711 Loree Dr. Dallas, TX 75228 • 214.770.2038

ignacio@ignacioromero.net

www.linkedin.com/in/thinknacho

www.ignacioromero.net

Executive Summary

Strategic award winning creative visionary dedicated to producing innovative projects customized to meet the needs of diverse clientele in the categories of retail, telecom, automotive, beverages, pharma, fast food, fashion and financial industries. Passionate and unwavering, serves as architect of multi-channel campaigns and storytelling, building company reputation for creative excellence. Collaborator and presenter able to motivate and inspire teams to produce high-quality initiatives that attract and engage new customers. Proactive problem solver and designer cognizant of emerging trends, acting as a catalyst for brand development and improvement. High-performing director, with experience managing a team of up to 15 creatives dedicated to conceptualizing out-of-the-box solutions in high-pressure atmospheres requiring tenacity and resourcefulness.

Areas of Emphasis

- Traditional Branding Advertising
- Digital & Social Media Development
- Promotional Multi-Channel Campaigns
- Experiential Marketing
- Multicultural Advertising
- Branding Conceptualization
- 360 Degree Communication Strategy
- Copywriting & Public Relations

Professional Experience

Multiple Engagements – Dallas, TX

Copywriter / Creative Director, 2018 to Present

Consulted with a broad range of creative agencies to support quick-turnaround projects. Provided expert guidance on branding, copywriting, digital and retail concept development for Richards Lerma, WALO, The Home Depot, Metro PCS, Advance Auto Parts and The Ad Council.

Richards Lerma – Dallas, TX

Creative Director, 2015 to 2018.

Brand Creative Copywriter, 2010 to 2011

Productively lead creative advertising campaigns for high-profile clients, including Avocados From Mexico, Dr Pepper, Bud Light Chelada, The Home Depot and Tabasco.

Initiated campaign concept development and implementation. Directed and supervised high-performing creative teams responsible for executing forward-thinking branding strategies. Communicated and conferred with clients and creative team strategists to ensure message clarity. Led presentations and brainstorming meetings to guide project vision.

Selected Achievements:

- Spearheaded award-winning *Avocados of Mexico* Super Bowl L, LI and LII digital campaigns; increasing purchase consideration in all 3 years.
- Acknowledged for contributing to #1 rating of *Avocados From Mexico* as “Most Talked About Brand of the Game” for two consecutive years; brand following continued growth post-Super Bowl.
- Created successful breakthrough digital and traditional media campaigns for Dr. Pepper

...continued...

Multiple Engagements – USA

Copywriter / Creative Director, 2013 to 2015

Branding, copywriting, and retail concept development for The Mars Agency, Mc Donald's, Univision Mobile, Campbell's, Jeep, Ram, and Western Union.

Dieste – Dallas, TX

Associate Creative Director, 2011 to 2013.

Copywriter, 2003 to 2010.

Developed award-winning campaigns for high-profile clients, including Pepsi, Taco Bell, Gillette, Head & Shoulders, Chili's, TXU, New York Lottery, and Cuervo.

Collaborated with creative team to advance product branding, concept development, marketing strategies, and production of social media and interactive platforms. Crafted impactful copy and worked diligently with clients to convey marketing messages with clarity and concision.

Selected Achievements:

- *Created the first record-breaking Facebook school book for the Taco Bell Foundation.*

*Additional experience as **Brand Creative** for Richards Lerma, **Senior Copywriter** for Dieste, **Partner Creative Director** for GX, and **General Manager/CEO** for Spanica.*

Awards

Addys (Regional and National), AFF, FIAP, Mercury, Eagle, Creativity Awards, San Sebastian, Festival del Caribe, Círculo Creativo.

Educational Background

Associate in Applied Science, Major in Music and Video Business

The Art Institute of Dallas, Dallas, TX

Bachelor of Arts in Communication Sciences, Major in Advertising

Centro de Estudios En Ciencias de la Comunicación Campus Pedregal, Mexico City, Mexico

Diploma in Multimedia and Graphic Design

Universidad La Salle, Mexico City, Mexico

Technical Proficiency

Environments: Mac OSX and Windows

Tools: Microsoft Office; Photoshop, Illustrator, and InDesign.

References

For references please visit my LinkedIn profile at <https://www.linkedin.com/in/thinknacho/>