

ALFREDO MEJIA

Creative Strategist

PROFILE

I am a Creative Strategist, with hands-on experience in the production of digital media, editorial, video, and full-on global marketing campaigns.

Clients include Native Instruments, Giphy, Nike, Heineken, Walmart, Google, Levi's, Nokia, G-Shock, Ben Sherman, Nylon, Vans, and Coca-Cola.

I thrive at the intersection of technology, people and culture.

alfredomejia.com

SKILLS

Forward thinking
Great communication skills
Team Management
Adaptive

Problem solving
Fast delivery
Client experience
Production software

CONTACT INFORMATION

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I speak English and español. Hola!

WORK EXPERIENCE

NATIVE INSTRUMENTS

MARKETING MANAGER MUSIC PRODUCTION (2018-2019)

As part of the product marketing division, I was in charge of developing and driving multiple campaigns at a global scale, from product releases to brand awareness strategies.

Working together with designers, video editors, copywriters and community managers in regional and global offices, my role included concept development, marketing strategy, managing production, and leading creative teams.

GIPHY

INTERNATIONAL CREATIVE EDITOR (2017)

Curate content focused on Latin-American audiences with the goal of expanding GIPHY's user base.

Development of unique editorial strategies for selected brands and media partners to fit GIPHY's visual culture in an effective manner (G-Shock, MTV, Paper Magazine, and Imagen Digital).

COYOTE MEDIA HOUSE

CREATIVE DIRECTOR & STRATEGIST (2009 - 2016)

Development of creative digital strategies for multiple A-list clients.

Lead the creative and production team to deliver up to date content focused on a wide variety of audiences. Duties included writing concepts, scripts, strategies, shooting, and overseeing the post-production process.

Conceptualizing multi-environment communication paths using the latest media trends and formats. Clients: Avon, Walmart Group, Heineken Mexico, Google, Volkswagen, Xbox, Nokia.

THE CITY LOVES YOU

CREATIVE DIRECTOR / STRATEGIST (2006 - 2015)

Strategy development for collaborations focused on core audiences with brands like Vans, Nike, Ben Sherman, New Era and more.

Lead Creative of TheCityLovesYou.com, an independent site about art, fashion and young culture in Mexico. Duties included: brand development, creative and art direction for TCLY and network sites.

NYLON MAGAZINE

EDITOR NYLON GUYS MEXICO (2011 - 2014)

Planning and production of articles, photoshoots, while putting together an international team of collaborators. Creative direction of each issue.

During my stay I transformed Nylon Guys from being a 6-page section to a 48-page supplement, to finally a 120-page magazine in less than 3 years.

EDUCATION

The Art Institute of Houston, 2004 - 2006 Media Arts