

Jessica Cuevas Molina - Creative Director & Film Director

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EXPERIENCE

Executive Creative Director & Film Director

Captura Group 2021 - 2023 Remote
Full Service Advertising Agency

- Creative lead on the 2022 Superbowl TV commercial for Pringles.
- Creator of the Captura's Production Department: Directing their first TV campaign & producing/directing all internal content for all the agency's brands. Including Kellogg's brands.
- Recipient of 3 advertising awards on the first year of work including the **MOSAIC** award for best integrative campaign for Pop-Tarts USA.
- Developed the official merch for Captura's Agency brand.

Creative Director & Film Director

Inspire - Moroch Partners 01/2019 - 08/2020 Dallas, Texas
Full Service Advertising Agency

- Lead creative director and content creator for both Kia Motors of America & McDonald's across platforms.
- Winner of the "Best Social Media Campaign" with Kia Soul 2020.

Social Media Creative Director & Film Director

Conill - Saatchi & Saatchi 07/2015 - 12/2017 Los Angeles, California
Multicultural Full Service Advertising Agency

- Head creative director & film director on the Brasil summer Rio Olympics campaign: "Vayamos Juntos" for Toyota Motors.
- Delivered a Webby award winning campaign for the first multi-device campaign via Snapchat at the Latin Grammys.
- Head of content for all social media campaigns for Toyota, T-Mobile, Aflac, Alaska Airlines, Nationwide and Denny's.
- Creative strategy and implementation for all influencer related campaigns; directing talents such as: Zedd, Becky G, J.Balvin, etc.

Associate Digital Creative Director

VMLY&R 03/2013 - 07/2015 New York, New York
Full-service global agency focused on developing solutions for Colgate-Palmolive globally.

- UX strategic designer for the Facebook app "Keep it Cool" for Men Speed Stick.
- Head creative director for Colgate Whitening, Fabuloso, Men Speed Stick & Lady Speed Stick across Latin America

Senior Copywriter & Content Creator

Conill - Saatchi & Saatchi 07/2008 - 03/2013 Los Angeles, California
Multicultural Full Service Advertising Agency

- Lead creative across all platforms for Toyota, Playstation & T-Mobile.
- Cannes Lion recipient in 2010
- UX designer for Toyota mobile app "Camry Commute".
- UX designer for the Playstation app "Todos Somos Jugadores".

Creative Director

Grupo 5 01/2008 - 07/2008 Monterrey, Nuevo León, México
Full-service advertising agency

- Strategically recruited to capture the Mexican market for the US Brand, HEB.
- Group creative director on the EFFIE award winning campaign "Hoy es un Buen Día" - the first campaign for HEB México for TV, PRINT, OOH & RADIO.

AWARDS

- 🏆 2022 MOSAIC AWARD - Best Multicultural Integrative Campaign for Pop-Tarts USA.
- 🏆 Cannes Lion - TV spot for Argentinian Film Festival
- 🏆 The Webby Award - First multi-device idea on Snapchat for Latin Grammys
- 🏆 The One Show - OOH idea for Toyota's "Project Pollution"
- 🏆 AHAA Award - "Best Social Media Campaign" for P&G-Always.
- 🏆 Festival del Caribe - Toyota's "Camry Commute" Mobile App.
- 🏆 ADDY - Best Social Media Campaign for Kia Soul
- 🏆 El Ojo de Iberoamerica - Multiplatform campaign for Toyota "SOMOS MUCHOS LATINOS".
- 🏆 FIAP - TV spots for Argentinian Film Festival
- 🏆 EFFIE Award - Multiplatform campaign for HEB superstore
- 🏆 El Sol de San Sebastian - Print Ad campaign for Toyota Sienna.

LANGUAGES

ENGLISH Native

SPANISH Native

EDUCATION

Digital Filmmaking Program

New York Film Academy
Los Angeles, California

Bachelors in Communications with a Public Relations Concentration and a minor in Marketing

UTSA
San Antonio, Texas.

EXPERIENCE

Copywriter & Content Creator

Bromley Communications 07/2005 - 01/2008 San Antonio, Texas
Hispanic advertising agency

- Director and writer of P&G 's first web-series and social media campaign on YouTube for the Always Brand.
- AHAA winner of the "Best Social Media Campaign" - for Always Teens.
- Creative for the Coors Light, Nestle, Payless, an all P&G brands.

ACCOMPLISHMENTS

Olympic Games Rio -- Web-Series

05/2016 - 08/2016 All over LatinAmerica

Wrote and co-directed a YouTube web-series with influencers from all over Latin America to welcome the Olympic Games for Toyota.

- The social campaign generated 44 million impressions and 4 Million engagements, amplifying reach beyond traditional forms of media during a highly relevant time.
- Brand channels and influencers organically amplified #VayamosJuntos during the Olympics with over 150 pieces of content that delivered almost 9M impressions and 1.2M engagements.

First Multi-Screen Idea for Snapchat at the Latin Grammy's

03/2016 Miami, Florida

Lead creative for the execution of award winning social media amplification campaign for Toyota RAV4 at the Latin Grammy's.

- Winner of the Webby Honoree Award in Advertising and Social Video category.
- 3 million views in a 24 hour period across all platforms.
- First multi-screen idea for the Snapchat platform.

Film Director at Coachella for T-Mobile

2017 Indio, California

Lead creative and film director in charge of executing all content & influencer strategies.

- 1 Billion impressions, reflecting +53% increase from 2016 impression delivery.
- Leveraged fan-sourced videos to develop the highest engagement campaign, that surpassed benchmarks on all Twitter and Instagram content, with Instagram generating highest engagement.

MULTI PLATFORM KIA TELLURIDE LAUNCH

2020 Los Angeles, California.

Creative Director in the multi-platform launch campaign for KIA TELLURIDE with Chef Esdras Ochoa.

- Strategic Social Media Content creator for the launch of the new KIA Telluride in both You Tube and Instagram platforms.

LA COMIDA NAIS

2009 - Present CAL/TX

YouTube cooking vlog.

- One of the first to start a YouTube vlog before it became a trend.
- Wrote, directed, edited & hosted a cooking vlog in both Spanish and English language.