



# michael dejesus

creative director

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## about

An ever-evolving creative leader with 20 years of experience crafting and leading meaningful work. He has managed the work for popular brands in General, LGBTQ, and Multicultural markets. His passionate drive led to thriving creations recognized on international award platforms. Outside the ad world, he expresses himself creatively in different ways. He's part of the city's automotive culture and also the co-founder of one of Miami's best bars.

## awards & press

- Clio Awards
- London International Awards
- The One Show
- Cannes Lions
- Digiday Awards
- Lüerzers Archive
- Lisbon International
- El Sol Festival
- The Drum
- NY Festivals
- AdAge
- Campaign US
- Adweek
- Creativepool Annual
- Ads of the World
- W3 Awards
- PR Week

## top clients



## exp

present  
nov'21

### fcb health | vice-president, associate creative director

- Recruited from the consumer advertising field to DTC pharma.
- Core team member of Eli Lilly's first-ever weight-loss treatment launch, Zepbound. Also projected to be the biggest launch in Lilly's pharmaceutical history.
- Launched RiseUp, an unbranded campaign for Sickle Cell Disease produced with real patients to boost awareness and clinical trials.

aug'21  
aug'21

### sid lee | freelance creative director

- Collaborated & developed National experiential projects for Dos Equis beer and a new business pitch for eBay Motors

jul'21  
feb'20

### walton isaacson | creative director

- Co-led Lexus National integrated work for Hispanic, Black & LGBTQ segments
- Collaborated in tandem with Lexus International Japan team to develop and execute the LF-Z concept reveal, the brand's first-ever EV
- Led and collaborated in the agency's win of the Corona Refresca business for Black & Hispanic segments at a National level
- Developed the first major automotive campaign featuring an Afro-Latina trans woman
- Led the integrated work for the launch of Amazon's first career enrichment virtual summit, Represent the Future

jan'20  
nov'19

### independent | freelance creative director

oct'19  
nov'13

### republica havas | creative director

- Contributed to the agency's most significant success (AdAge #1 Independent US Multicultural Agency & AdAge Small Agency of the Year)
- Led the development and execution of the agency's most awarded project to date: Broken Crayons, the public advocacy experiential for Amigos For Kids (non-profit)
- Responsible for the agency's first major international awards: Clio, El Sol, LIA and more
- Co-led Segura Viudas' new creative strategy, which resulted in an 18% increase in sales, a 52% increase in click-through rates, and a 50% increase in social followers
- Directed the brand identity team for The Tank Brewing Company, one of the fastest-growing craft breweries in the US
- Other clients: White Claw, Toyota, Baptist Health, Flor de Cana, BankUnited

nov'13  
nov'12

### sajo mccann | senior art director

- Spearheaded the creative integrated content for Puerto Rico's top-selling beer, Medalla Light, including: branded content, POS, merch, video direction, and experiential
- Launched Mercedes-Benz's first youth-targeted, entry-level model, the CLA

nov'12  
may'11

### jmd com | senior art director

- Collaborated on FirstBank's business crossover to the US market
- Launched an unbranded campaign for Pfizer's anti-smoking medication, Chantix, to reach a young demographic

may'11  
may'08

### leo burnett worldwide | art director

- Creative lead for McDonald's Multicultural, USVI, FWI, and Latam markets, including branded content, product launches, photo/video direction, experiential and POS
- Additional clients: Kellogg's, P&G, Directv

may'08  
jan'05

### havas creative | art director

- Developed Burger King's integrated & branded content for Multicultural
- Launched Acura's first-generation RDX
- Collaborated in the agency's win of the Cadbury business

jan'05  
mar'03

### de la cruz ogilvy & mather | junior art director

- Core team member for Coca-Cola's leading brands for promos and experiential
- Supported the senior-level team on key accounts: Amex, P&G, Unilever, and MTV

## other exp



### havas nextgen | global leadership program alumni

- 1 out of 62 top leaders selected from 28 different cities representing Havas Global



### qiibo.com | automotive journalist & editor

- Developed thorough automotive reviews and curated relevant automotive content

## edu



### miami ad school | creative direction program



### villain theater | improv foundations



### university of puerto rico | bachelor of arts

Focus: Commercial Advertising | Magna Cum Laude 3.8 GPA