



BUILDER OF BRANDS  
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*My authentic leadership style delivers million-dollar outcomes for Fortune 100 companies. As a global, senior marketing creative director and brand builder, I have a diverse background in product development + marketing across the Americas and Europe. Throughout the past 20 years, I've led marketing plans, brand positioning, and product launches that have generated double-digit growth, new market development/penetration and customer loyalty for globally recognized, iconic brands in highly competitive markets, including Stellantis and Pepsico. I have lead all aspects of creative direction across Dodge and Alfa Romeo, including brand governance, architecture, and positioning, globally. My passion, positive energy, and desire to build meaningful relationships engages my teams and stakeholders, fosters collaboration, & inspires exceptional performance.*

## HIGHLIGHTS

*Led the FIAT global brand and experiences strategy including major product reveals & launches, consumer engagement strategy across the FIAT portfolio. Partnered with key stakeholders to deliver corporate brand experience and marketing strategy for Auto Show and Events. Created and produced "500L Italian Masterpiece", a real-time art exhibit which earned FIAT their first Cannes Award.*

*\* Iconic Brand Transformation– Developed "The Brotherhood of Muscle" launching Dodge from a boring sedan brand into owning the Muscle Car category unapologetically. Created a unifying rally cry for owners and brand fans alike. Led fan-based events that increased site viewership by 3785%. Average viewing time for those logging in was 14 minutes, never before seen on any Stellantis website.*

*\* Marketing Transformation – Designed Board approved Marketing and GTM strategies at Dodge sustaining legacy customers while capturing new, multiple minority markets – achieved double-digit sales, #1 OEM Loyalty, #1 volume vehicle (African American Dodge Hellcat consumers) and YOY 15% increase among AA/Latino segments.*

*\* Iconic Brand & User Experience – Fused innovative brand strategies and user experience across Chrysler Pacifica and Dodge websites, gaining notoriety earning Best-In-Class awards by JDP. Authored creative executions for "Organized Chaos" across their owned channels to pivot the Pacifica into the Best-Selling Minivan for its first 2 years.*

## EXPERIENCE

VICE PRESIDENT, CREATIVE DIRECTOR  
PUBLICIS GROUPE, AUGUST 2010 - OCTOBER 2024  
2010-2012 FIAT CREATIVE LEAD; 2012-2018 CHRYSLER PACIFICA CREATIVE LEAD;  
2017-PRESENT – ALFA ROMEO CREATIVE LEAD; 2012 -2024- DODGE CREATIVE LEAD

*\* Lead all aspects of Marketing across Stellantis including brand governance, architecture and positioning globally, while serving as a Creative Director + RZF Leadership Team member. Collaborate on corporate strategy and participate at Board meetings.*

*cont'd*

EXPERIENCE cont'd

*\* Additionally, lead transformation and strategic brand repositioning of Dodge & Chrysler Pacifica via TV advertising, social media marketing campaigns and direct-to-customer marketing. Develop strategic promotions and generate memorable Brand moments*

*\* Led the Dodge global brand and experiences strategy including major product reveals and launches, consumer engagement strategy across the Stellantis portfolio. Partnered with key stakeholders to deliver corporate brand experience and marketing strategy for Content Creation and Events. Provided strategic governance with an internal team and 20+ global agency partners & content across Brand, Marketing Communications, PR, Media, Branded Content and Finance.*

GROUP CREATIVE DIRECTOR

MARCA, January 2010-August 2010

*\* Led all aspects of brand strategy and marketing growth including content development, production, social media strategy, shopper marketing, experiential, CRM, BCA, and media partner integrations. Oversaw an internal team and 3 agency partners with expanded 30+ person agency teams, nationally and regionally in LATAM.*

*\* Strategically guided a diversified brand position, consumer insights, and communications framework for African American, Hispanic, Women and Millennial Marketing – increasing YOY Brand Favorable Opinion/Awareness 15% (AA/Latino market combined) through 360 Tier 1 targeted campaigns (TV, Digital, Social, OOH) in priority markets.*

GROUP CREATIVE DIRECTOR

BBD0, 2006-2010

*\* Numerous International Advertising Awards including Cannes, Silver at El Ojo Iberoamerica, Golds at Los Nova. Platinum Effie, Silver Effie and Gold Effie. Key to winning several high-profile clients in multi-agency bids and in the highly successful Colombian tourism campaign: The risk is wanting to stay.*

*\* Lead creative for two consecutive years for the global 7up account (2007-2009) and lead creative for regional H2Oh! account. Additionally gaining large client account contracts and raising AD revenue for major accounts like El Tiempo, Banco AV Villas, Snickers, Chevrolet, among others.*

*\* Obtained and managed high-profile client, ScotiaBank in a multiagency bid, thanks to my marketing strategy and creative approach in a pitch against Puerto Rico's largest agencies. Regained trust that had been lost with PepsiCo and the agency. Key player in getting PepsiCo to enter the social media field and raised ad spending across the board with all major clients.*

GROUP CREATIVE DIRECTOR

TREETOP ROCKET, 2004-2006

*\* Lead a team of 7 creatives, where we handled everything for Brand Identity to Brand Activation. Won several large projects for the agency and worked alongside the creative team of LOWE SSP3, where we succeeded in translating their concepts to non-traditional campaigns involving consumer promotions raising brand awareness greatly.*

GRAPHIC DESIGNER, INHOUSE

KAHALA LOCAL MOTION HAWAII, 2000-2004

*\* Developed & designed innovative clothing for the highly competitive surfing industry & Luxury Resort wear  
\* Created and updated seasonal catalog design  
\* Managed the marketing team and all advertising projects.*