johnespinoza
Creative Director

John Espinoza, Creative Director
Website Portfolio jpedigital.com

Creative Director
Neon Ambition Digital Marketing, Austin Texas, Remote National Position
August 2019 - Present

As Creative Director, I lead in-house and external creative team of web designers, graphic designers, and video producers to develop marketing materials, websites, and campaigns that differentiate businesses. I have extensive experience directing creative teams in developing and ongoing management of integrated marketing campaigns and developing robust content marketing strategies.

My core capabilities include brand positioning and brand profiles, buyer personas, corporate identity, corporate re-brands, website branding, videos, website demand gen, driving content marketing campaigns, HubSpot CRM onboarding, CRM agnostic lead generation campaigns, email campaigns, lead nurturing with automated sequences, blog campaigns, landing pages, content marketing, and expert understanding of pre-press and print-ready production files. I have extensive experience art directing photo shoots and video shoots. I am proficient in HubSpot CRM, Active Campaign CRM, Constant Contact, Wordpress, Wix, Squarespace, Weebly, InDesign, Photoshop, Illustrator, After Effects, and PowerPoint.

Prior experience as a Creative Director and Content Marketing Strategist, with 30 + years in and Marketing, Branding, Digital Campaigns, Website Design.

I drafted and empowered creative teams to execute digital marketing campaigns, web design, video, copywriting, and presentation projects with high impact. I am adept at inspiring my team with the creative vision and taking a hands-on approach.

Founder
Green Street Digital, Pasadena, California
August 2006 - July 2019
Drove full-time staff employees to create innovative solutions, requiring agile execution while paying attention to the details.
- Transportation: Agility Corp. Logistics, Metrolink Trains, Orange County Transit Authority, UTi Logistics Worldwide
- Government: Center for Contract Compliance, City of Pasadena, West Basin Management District
- Healthcare: California Hospital, Catholic Healthcare West, Pasadena Public Health Department
- Non-Profit: Old Pasadena Management District, JVS, Pacific Sun Solar Electric
- Tech: Cisco, Affinity Solutions, VisibilityOne

Agility Map Software Highlights
My Green Street consultancy accelerated production and development of a SaaS application. Lowered the cost of production by 65% by using offshore teams. Then moved the application to be managed by a U.S. team of developers for stability.
- Utilizes GIS (Geographic Information Systems) map technology
- Its usage grew as a relevant solution to a sales-based problem with brand consistency.

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Creative Director

HubSpot Inbound
Marketing Certified

HubSpot Marketing
Software Certified

HubSpot Inbound
Sales Certified

HubSpot
Certification

Experience Prior to 2006
Art Director at Foote Cone & Belding, McCann Worldwide, and Grey Advertising. Creative director at Dailey & Associates and Disney Consumer Products. I conceptualized and executed integrated national campaigns.
- Honda Motorcycles, Sara Lee, Nestlé, Hilton Hotels, and Lockheed to name a few
- Headed teams on projects between $250k-$400k each, including film production houses, photographers, freelancers, and software developers

Garnered awards for creating effective work for national clients
Clio, Best In The West, Addy's, Effie's, Art Directors Club of Los Angeles, John Caples Award, National Public Relations Society of America (PRSA)

Drove innovation for 15 years as an adjunct professor at Art Center College of Design
I honed the skills necessary to nurture a talented stream of motivated creatives and encourage people to work at their highest capacity.

I constructed the curriculum for concepting and production of high-end consumer advertising commercials, and running the college ad course "Designing TV Commercials."

Education
Art Center College of Design, B of FA Advertising Design