

Jorge Saury | Miami, Florida | 786.202.4936 | saury@me.com

Effective, trusted communicator with strategic insight and experience. Experienced in providing creative solutions for many industries, technologies, and business practices.

Marketing Consultant, 2009- present

- Source and manage clients requiring marketing and technology consulting
- Develop comprehensive strategies to solve client business needs, including e-commerce platforms, web, social media, PR, advertising, print, product photography, presentations and branding initiatives
- Create and manage several e-commerce departments from the ground up
- Clients include Revlon, Carmen & Lola, Mu-FX, Pollo Tropical, Busy Bee Car Wash, Auto Parts 4USA, Miami Star Truck Parts, and Eterna Lighting

Art Director, PBS&J 2007/09

- Directed audio-visual and photographic work at all corporate and client events
- Directed and managed video production
- Strategy and development of Marketing and Sales RFPs and RFIs
- Created and coordinated new business presentations
- Created and maintained company collateral and internal brands
- Hired, managed and mentored designers and free-lance talent

Art Director, Wax Custom Communications 2005/07

- Worked with senior management to develop strategic and creative solutions for existing and new business prospects
- Provide insight on internet strategies to management for inclusion in clients' business plan
- Leading and directing award-winning creative work
- Managed and mentored all creative staff
- Identified long-range client goals and needs
- Ensured project goals were met accurately, on-time and in budget

Production Manager, Leo Burnett 2004/05

- Led and directed agency productions, budgets and deadlines
- Worked with creative team to ensure that all work met agency as well as client standards
- Responsible for quality control of vendor materials

Senior Art Director, Niles Audio 2002/04

- Developed consistent company brand presence across all advertising, media and packaging
- Managed design department
- Ensured market and media coverage aligned with sales goals
- Accountable for budgets, scheduling and over-seas production of packaging and manuals

Business Development, Internet Press Association 2001/02

- Identified business and partnerships to drive interactive media revenue
- Cold-calling, sales presentations, consultative client interactions, and new revenue generation
- Responsible for growing the network of affiliate web publishers by selling partnerships

Art Director, Kelley Swofford Roy 1999/01

- Directed and developed all interactive creative and design, including client presentations, wireframes, architecture, user interface, execution, and supervising database development, testing, and quality control
- Drafting strategies to migrate print-reliant clients to emerging online media and presence

Associate Art Director, NatCom Marketing 1996/99

- Established agency's interactive department
- Directed and designed Lucent Technologies interactive collateral B2B campaign
- Directed several TV spots for Chevron Lubricants for distribution in Latin America
- Enforced Chevron's brand guidelines in emerging LatAm markets

Assistant Art Director, ELLE Magazine 1994/96

- Lay-out and design of one of the world's leading fashion magazines

Education

Project Management Professional Certification - Nova Southeastern University

Bachelor of Arts, English Literature - Florida International University

Associate of Arts, Music Education and Sound Engineering - Miami-Dade College

Awards

Silver Addy 2007, Advertising Federation

Platinum 2007, Hermes Creative Awards

Judge's Choice 2006, ASTER Awards

Readers' Choice 2005, Florida Business Review

ASTER Awards 2006, Silver

Skills

Photography, Video Production, Audio Production, Basecamp, Copy Writing, HTML/CSS, SEM/SEO, Adobe CS: Photoshop, Illustrator, InDesign, Acrobat, FinalCut, DaVinci Resolve, English and Spanish

Notable clients: Ogilvy & Mather, Young & Rubicam, DDB, Publicis, McCann Erickson, Campbell Ewald, Disney Consumer Licensing, Visa, AT&T, Burger King, Blue Cross Blue Shield, Florida Lotto, ESSO-MOBIL, Chevron, Sony Ericsson, Phillip Morris, GM Corporate, Chevrolet, United Airlines, et al.