

Miguel Herrera, CREATIVE / DESIGN DIRECTOR

SUMMARY

As a creative director with 15+ years of experience in advertising, marketing, and design, I am passionate about crafting authentic stories that resonate and drive results. I've collaborated with national and local clients from all industries and backgrounds to create fun, innovative, impactful, eye-catching, engaging, and culturally (English and Spanish) relevant creative marketing campaigns across all digital, print, social, and experiential mediums, platforms, and channels.

Notable clients include: Bank of America, Verizon, Walmart, Shell Energy, Shell Lubricants, Naskila Casino, CenterPoint Energy, Hearst, Houston Chronicle, AARP, Saint Arnold Brewing, Recreational Boating and Fishing Foundation, Dr Pepper/Snapple, Houston Super Bowl Committee, Ringling Bros Circus, Astros, Arizona Lottery, Houston's Best of the Best, Martha Turner, Vizzy, Dell, Hungry Man, Mrs. Paul's, Rosarita, Houston SPCA, CenterPoint Energy, Waste Management, DriveTime, Texas Lottery, Success & Minute Rice, Garden Ridge, and more.

My creative ethos? Be true to your craft. Paint as though no one is looking over your shoulder. Embrace the chaos. Know your roots. Live passionately. Show compassion. Be fearless. Be bold. Laugh often. Be extraordinary in the ordinary. Lead by example. Trust the process. Create art every day, sans ego.

WORK EXPERIENCE

DIRECTOR OF DESIGN

Love Advertising, Houston TX

03/2024 - 04/2025

- Led strategic design vision and consistency across brand, digital, and campaign work for clients such as Shell Energy, Shell Chemicals, Phillips 66, CenterPoint Energy, and Naskila Casino. Worked with creative directors and their teams to translate business objectives and cultural insights into bold, cohesive creative that drove results.
- Directed end-to-end execution of day-to-day projects — balancing creative leadership with hands-on design to ensure the fast-paced, quality work for B2B clients like Shell Energy and Phillips 66.
- Collaborated with the Phillips 66 and Naskila Casino teams to create impactful and relevant Spanish language campaigns that aligned with the client's overarching brand message.
- Anticipated and integrated emerging trends and technologies, always working with Creative, Brand, and Social teams to evolve the Agency's creative toolkit to deliver innovative work across platforms.

FREELANCE CREATIVE DIRECTOR

Miguel Herrera Creative, Houston TX

05/2023 - 03/2024

- Created and developed design, digital, social, TV, print, radio, OOH, and experiential advertising work for numerous small, local, and national clients on a project-to-project basis.

CREATIVE DIRECTOR

Hearst Publishing-Houston Chronicle Newspaper, Houston TX

04/2021 - 05/2023

- Directed the Hearst-owned Houston Chronicle Newspaper's (HCN) advertising & marketing team of designers, illustrators, and developers responsible for the daily development of print, digital & social creative assets for a vast portfolio of HCN B2C & B2B news media brands.
- Delivered 1500+ digital ad units and 2,200+ print, signage, pitch decks, and custom content in 2022 alone. Led the successful creative team merger of the Amuse Digital Agency with the HCN advertising & marketing.
- Created and launched successful rebrands of HCN Media, HC Preview, Houston REnew, and HC Magazine. Helped develop new, high-dollar, revenue-generating news media events, promotions, and products: Houston's Best of the Best event and campaign, Martha Turner digital campaign, Renew Houston wellness & health news media, The Educationist targeted newsletter program, and an innovative 713 Day city-wide promotion.

CREATIVE DIRECTOR

Hearst Publishing-Amuse Digital agency, Houston TX

12/2018 - 04/2021

- Directed and rebuilt the Creative Services team for the Hearst-owned digital agency, Amuse Digital.
- Hired and managed a dedicated team for the concept, UX, design, and production of digital and print creative assets from start to finish.
- Managed as an "in-the-trenches" creative director and leveraged extensive advertising experience and rich skill set to grow capabilities to include video, social, print, OOH and brand identity for the Houston Chronicle newspaper, Hearst and agency external clients like The Gibraltar Group, Santikos Entertainment, Gallery Furniture, Pirate's Bay Waterpark, HEB, and Exclusive Furniture.

Full employment history is available on linkedin.com/in/miguelherreracreative

CONTACT

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PORTFOLIO

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REEL

[miguelherreracreative.com](https://miguelherreracreative.com/reel)

EDUCATION

BBA, Marketing

University of Saint Thomas, Houston TX

Minors in Spanish and Philosophy

SKILLS

Creative Direction, Branding & Identity, Multicultural Storytelling, Creative Team Leadership and Development, Illustration, Digital Design, UX, Video Direction & Editing, Strategic Marketing, Photography, New Business Development, Social Media Marketing, Experiential Marketing, Bilingual (English and Spanish)

CERTIFICATION

Generative AI for Marketing

Professional Certificate:

AMERICAN MARKETING ASSOCIATION



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CONTINUED

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

The Company, Houston TX

08/2016 - 06/2018

- Developed the creative concept, presentation, design, and production of digital, social, TV, print, radio, and OOH for brands like Minute Rice, Success Rice, Mahatma Rice, Carolina Rice, Skinner Pasta, Direct Energy, Mister Sparky, AD Players, and Waste Management.
- Assisted in the creative direction of the Riviana CPG portfolio of rice products.
- Built digital, direct, and tradeshow campaigns for Phillips 66 Aviation.
- Created, produced, and edited pitch videos for the agency's New Business unit.
- Developed the creative concept, presentation, design, and production of digital, social, TV, print, radio, and OOH for brands like Minute Rice, Success Rice, Mahatma Rice, Carolina Rice, Skinner Pasta, Direct Energy, Mister Sparky, AD Players, and Waste Management. • Assisted in the creative direction of the Riviana CPG portfolio of rice products. • Built digital, direct, and tradeshow campaigns for Phillips 66 Aviation. • Created, produced, and edited pitch videos for the agency's New Business unit.

MULTICULTURAL CREATIVE DIRECTOR

Lopez Negrete Communications, Houston TX

11/2010 - 06/2016

- Directed and nurtured multiple bilingual creative teams of ACDs, art directors, copywriters, illustrators, and photographers in the concept, presentation, development, design, and implementation of multicultural, Spanish and English language, award-winning work.
- Created and developed digital, social, TV, print, radio, OOH, and experiential work for numerous regional and national clients such as Bank of America, Verizon, Walmart, AARP, Saint Arnold Brewing, Recreational Boating and Fishing Foundation, Dr. Pepper/Snapple, Ringling Brothers Circus, Houston Astros, and the Arizona Lottery.
- Contributed to the creative work that received multiple industry awards from the American Advertising Association, Festival Caribe, FIAP, and Billboard Music Marketing Awards.

CONTACT

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REEL

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TECHNICAL PROFICIENCY

Creative Direction, Branding & Identity, Adobe CC, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe Lightroom, Adobe XD, Adobe Express, Adobe Firefly, Adobe Acrobat, Microsoft PowerPoint, Microsoft Word, Apple Keynote, Figma, Ceros, Celtra, ChatGPT

AWARDS

American Advertising Association Gold & Silver Addy Awards, American Marketing Association Crystal Award, Gold Telly Award, PRSA Gold Excalibur Award, Festival Caribe Gold Award, Ibero-American Creativity Festival (FIAP) Bronze Award, Houston Business Marketing Alliance Lantern Award

