



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. Make an exceptional lemonade. Share. Laugh often. Be extraordinary in the ordinary. Lead by example. Trust the process. **Create art every day, sans ego.**

# miguel herrera creative director

## creative director hearst / houston chronicle

2021 - may

During the COVID pandemic, Hearst made the decision to merge the Amuse Digital creative team with the Houston Chronicle advertising & marketing department. Primary responsibilities focused almost *exclusively* on the Houston Chronicle news publication (although several key clients did remain), encompassing all creative work for the vast portfolio of B2C & B2B product brands, sales collateral, digital + social advertising, video production, event + signage assets. Recent wins include:

- Successful launch of brand refresh for the **HC Brand, Preview** and **HC magazine**.
- Creation + brand development of high-dollar, revenue generating products like, **Best of the Best** annual event, **Martha Turner** digital campaign, **Renew Houston, The Educationist**, a targeted newsletter program and a **713 Day** promotion.
- Fulfillment of over 1500+ digital ad units for "white glove" + internal clients, and approximately 2,200+ print, signage, pitch decks and custom content, in 2022.

HEARST • HOUSTON CHRONICLE • PREVIEW • THE GIBRALTAR GROUP • HOUSTON'S BEST OF THE BEST • RENEW • HC MAGAZINE • MARTHA TURNER • VIZZY • SALUTE TO NURSES

## creative director hearst / amuse digital

2018 - 2021

Recruited to help rebuild and lead 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. Served 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 external clients as well as the Houston Chronicle newspaper.

HEARST • HOUSTON CHRONICLE • THE GIBRALTAR GROUP • SANTIKOS ENTERTAINMENT GALLERY FURNITURE • PIRATE'S BAY WATERPARK • HEB • EXCLUSIVE FURNITURE

## associate creative director the company of others / 8th wonder\*

2016 - 2018

Initially recruited to direct the agency's broad Riviana CPG portfolio of rice products (Minute, Success, Mahatma, Carolina) to oversee the creative concept, presentation, design and production of digital, social, TV, print, radio, and OOH. Additional responsibilities soon included additional clients, digital, DM and trade show work for Phillips 66 Aviation, and the production (and edit when needed) of pitch videos for the agency's New Business unit.

MINUTE RICE • SUCCESS RICE • MAHATMA RICE • CAROLINA RICE • SKINNER PASTA DIRECT ENERGY • MISTER SPARKY • AD PLAYERS • PHILLIPS 66 AVIATION • WM

## multicultural creative director lopez negrete communications

2010 - 2016

Hired as bilingual Associate Creative Director, then promoted to Creative Director responsible for multiple creative teams of ACDs, Art Directors and Copywriters in concept, presentation, development, design and implementation of multicultural, award-winning digital, social, TV, print, radio, and OOH for a myriad of regional + national clients.

BANK OF AMERICA • VERIZON • WALMART • AARP • SAINT ARNOLD BREWING • RBFF DR PEPPER/SNAPPLE • HSBHC • RINGLING BROTHERS • ASTROS • ARIZONA LOTTERY

## senior art director fogarty klein monroe / fkm

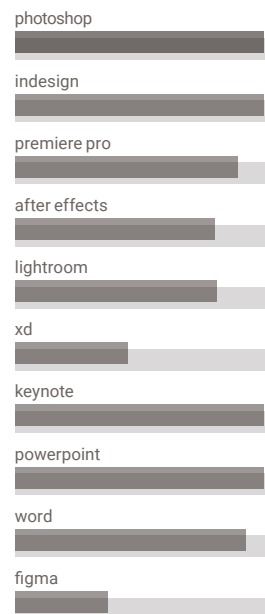
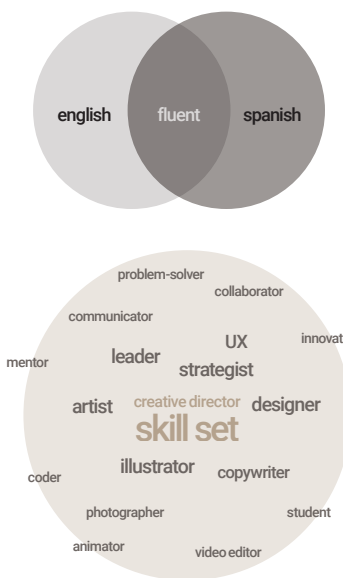
1997 - 2010

Realized a passion for advertising, design and marketing strategy in the 13 years of B2C/B2B/D2C creative work for a broad range of CPG, Energy, Education, Technology, Retail and Service clients. Projects included digital, social, TV, print, radio, print, OOH, events and activations. Early work included retail preprint design, art direction and production, extensive direct mail design for Dell Computers and broadcast concept development for Con Agra. Proactively fostered a culture of innovation, constantly embracing new and emerging technologies to elevate level of creativity and increase opportunities for client success.

DELL • HUNGRY MAN • MRS. PAUL'S • ROSARITA • HOUSTON SPCA • CENTERPOINT ENERGY WASTE MANAGEMENT • DRIVETIME • TEXAS LOTTERY • SUCCESS RICE • GARDEN RIDGE

\* Formerly Fogarty & Klein / currently DBA as 8thWonder

## 20+ years of advertising, design and marketing leadership experience



## education / skills

**bba in marketing / 1997**  
university of saint thomas / houston tx  
with minors in spanish & philosophy

**hearst leadership development (engage) / 2022**  
hearst / houston tx

## industry recognition

**aaaa:** Multiple Gold / Silver Addys (local & district)

**hbma:** Lantern Awards

**the telly awards:** Gold

**prsa:** Gold Excalibur

**ama:** Crystal Award

**festival caribe:** Interactive/Viral Marketing Gold, Interactive/Online Campaigns Silver, Promotion Bronze

**fiap:** Creative Effectiveness Bronze

**billboard music awards:** Best use of Social Media/Digital

## associations / activities

**aaf houston**

**aaaa**

**ad2**

**circulo creativo**

**art director's club**

**bsa troop 928** Committee Member

**apple** Certified Creative

**harc** Rugby Club

**ymca** Soccer Coach

**ust rugby** Alumni / Coach

**contact:** miguel@miguelherreracreative.com  
713.805.5399 / miguelherreracreative.com / houston, tx

