

PABLO JIMENEZ

Creative Director, Art Director · Social Native

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SUMMARY

Creative Director and Art Director with 17+ years on both sides of the feed: four years inside Meta leading global creative for Instagram and Facebook, and agency leadership at Leo Burnett, McCann (SVP Group Creative Director on Verizon), and DDB (GCD and Director of Social). Founder of Weedipedia, a community built from zero to 40,000+ members and \$5.4M first-year revenue with zero media. Earned-first and integrated: the idea earns the attention, the craft holds it anywhere. 50+ awards across Cannes Lions, D&AD, The One Show, Clio, and the Webby's. Hands-on maker, trust-first leader.

EXPERIENCE

Creative Director (Freelance)

2025 to Present · Chicago, IL

- Independent creative direction across brand, social, earned, and integrated work for clients and non-profits, including Mr. Pibb (The Coca-Cola Company), Intuitive, Morton Salt, and The Horizons Project. Concept through craft, hands-on. AI-assisted design and production built into the daily workflow.

Group Creative Director and Director of Social · DDB Group Aotearoa

2023 to 2025 · Auckland, New Zealand

- Led the agency's social practice and creative teams across Samsung, McDonald's, Sky, NEON, Steinlager, Cloudy Bay, Fonterra, and Audi.
- Built Samsung's "Slaysung" TikTok content engine from zero to **700K+ followers**, one of the strongest-performing brand accounts in the market: trend-responsive, sound-on, creator-format fluent.
- Created NEON's "Baattlewear" for House of the Dragon: medieval armor for New Zealand sheep, global earned pickup, **170% subscription growth**.
- Directed Sky's Paris Olympics 2024 campaign: generative-AI craft with film for one of NZ's biggest broadcasters.

SVP, Group Creative Director · McCann Worldgroup

2022 to 2023 · New York, NY

- Co-led the creative group for Verizon, one of America's largest advertisers: an always-on operation across product launches, seasonal retail, broadcast, digital, social, and OOH, with weekly accountability to business results.
- Ran the Verizon Business creative group under the master platform "The Network America Relies On": the discipline of keeping quality consistent when the volume never stops.
- Additional brands: USPS, Reckitt (Lysol).

Founder and Creative Director · Weedipedia

2019 to 2022 · Chicago, IL · founded while at Meta, then full-time

- Built a trusted community platform from zero in a regulated, stigmatized category: **40,000+ members and \$5.4M first-year revenue with zero media budget**. Purely organic, earned-first growth.
- Owned brand, creative direction, content strategy, commerce, and community design end to end. Proof that earned-first is a business model, not a philosophy.

Global Creative Director · Meta

2016 to 2020 · Chicago, IL · Creative Shop: Facebook, Instagram, Messenger, WhatsApp

- Global creative lead for Fortune 500 brands, building platform-native, Stories-first, sound-on work informed by how the algorithm and real user behavior actually work.
- Co-created Doritos Blaze with creator Pablo Roachat: a Rock, Paper, Scissors game built on Stories' tap-and-hold gesture. No app, no dev budget, the platform was the medium.
- Directed Cheetos MC Hammer AR (Super Bowl) and Pepsi AR Cans, launched in **80+ countries**.
- Brands: Pepsi, Doritos, Cheetos, Netflix, Coca-Cola, Amazon, Microsoft, P&G, Budweiser, General Motors.

Associate Creative Director · Leo Burnett

2009 to 2016 · Chicago, IL · promoted Junior Art Director to Art Director to Sr. Art Director to ACD

- Seven years on the world's biggest brands: Coca-Cola, McDonald's, Sprite, Samsung, Nintendo, Allstate, P&G, Kellogg's.
- David on Demand**: gave Twitter control of a human for 144 hours at Cannes. About **3M mentions from 132+ countries**, 100M+ impressions, zero media. TED Ads Worth Spreading.

- Coca-Cola Snowball Effect: gamified participation wired to 7-Eleven retail, about **99% activation**, inside Arctic Home, which raised nearly \$2M. **One Show Gold Pencil** (Branded Mobile Games).
- Coca-Cola Arctic Home with WWF: **1.4 billion cans** redesigned, more than \$2M donated to WWF in its first year, 1.2B impressions.

Earlier: 2007 to 2008, Art Director at Alma and Iris (Miami); Junior Art Director at Lowe and Saatchi & Saatchi (New York).

AWARDS AND RECOGNITION

Recognized with 50+ industry awards across the world's top shows, including Cannes Lions, D&AD, The One Show, Clio, Webby Awards, FWA, New York Festivals, Epica, and Communication Arts. One Show Gold Pencil, Branded Mobile Games (Coca-Cola Snowball Effect). Cannes Lions Bronze (McDonald's Literacy Store). Jury member, Young Guns International Awards.

EDUCATION AND LANGUAGES

- Miami Ad School, Art Direction
- University of Lancashire, BA Advertising
- Centro Espanol de Nuevas Profesiones (Madrid), Advertising and Marketing
- Languages: English (native), Spanish (native)

CORE COMPETENCIES

Creative Direction, Art Direction, Integrated Campaigns, Social-First Creative, Earned Media, Brand Storytelling, Platform-Native Content (Instagram, TikTok, YouTube), Creator Partnerships, Cross-Functional Leadership, Team Building and Mentorship, Creative Strategy, Content Strategy, New Business and Pitches, Generative AI Creative Tools, Campaign Production (Film, Social, Experiential, AR)