

Iraima Yépez

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ABOUT ME

Creative with extensive years of experience creating impactful 360° marketing campaigns for global and local brands in the U.S. Hispanic and Latin American market. Successful track record of brand equity building and recipient of numerous awards. Core skills include:

- Leadership of the creative process from strategic vision and ideation to execution.
- Deep consumer understanding of General Market with a competitive edge in the Hispanic Market.
- Ability to translate the creative into the digital and experiential word.

PROFESSIONAL EXPERIENCE

EMCAY CREATIVE DIRECTOR 2021 - Present New York, NY

Working for Novo Nordisk: C4C, RYBELSUS®

UWG SR. MULTICULTURAL COPYWRITER 2019 – 2021 Brooklyn, NY

Oversees all Hispanic accounts and Social Injustice African American projects. Clients include: Colgate, Doritos, Goose Island

FREELANCE CREATIVE ADVISOR 2009 – present New York, NY

Provided strategic/creative services delivering customized solutions to General and Hispanic market targets in the U.S. Clients include: P&G, Novartis, Novo Nordisk, Miller Genuine Draft, Camel, Wachovia, Nestlé, Hershey's, Merck, McCormick, NewYork-Presbyterian, Pfizer, Quaker, Don Q Rum, Diageo, Wireless Idea, and Yahoo among others.

- Winner of two "DTC (Direct to Consumer) Gold Award" Best Multicultural Campaign for Novartis Exelon Patch® and "Best Multicultural TV campaign" for Novo Nordisk Tresiba®.
- Wrote Yahoo's Hispanic Heritage Month Blog, amassing more than 2000 followers in just 3 weeks.
- Successfully launched Don Q Rum in the US market through an 100% digital campaign, generating more site visits than the top two leading brands in the category.
- Creator of Mobile Entertainment products, including the first SMS soap opera launched in the US (and later in Latin-America) by regional leader Wireless Idea.

IMPREMEDIA AD SOLUTION DIRECTOR 2013 – 2014 Brooklyn, NY

ImpreMedia: a leader in Hispanic content, insights and marketing with a portfolio of trusted, influential multimedia brands (El Diario, La Opinión, La Raza, La Prensa, El Mensajero, ESPN en Español)

- Built a dynamic marketing solutions department that combined brands, audiences and strategic original content with devices and platforms to engage and connect brands with Hispanic targets.

Brands included: Goya, Toyota, AARP, Coca Cola, Unilever, Macy's, Dewalt and Bwin.

YOUNG & RUBICAM ASSOCIATE CREATIVE DIRECTOR 2007 – 2009 New York, NY

Colgate - Palmolive Global team for Latin America.

- Created an idea that achieved record persuasion score in Oral Care category in Latin America.
- Carried out a Suavitel Rinse Free Formula campaign which resulted in a 29% increase of MS in 3 months.

WINGLATINO/GREY GLOBAL SR. COPYWRITER 2003 - 2006 New York, NY

P&G and Pantene Latin America.

- Oversaw over 10 creative initiatives resulting in historic record sales for Pantene L.A. 2004-05.
- Created original campaign for Downey, Cover Girl, Clairol and Pantene for the US Hispanic Market.

LEO BURNETT COPYWRITER SUPERVISOR 1997 – 1998 Chicago, IL

Coca-Cola Company, McDonald's, Smucker's, Kellogg's and Procter & Gamble.

- Won an "Advertising Age Hispanic Creative Award" Best TV Ad for Sprite
- Won "Se Habla Español Award" Best National Radio campaign for Coca-Cola.
- Successfully developed a McDonald's Chicago area campaign which resulted in significant increase of transactions and improved the area's national standing from #27 to # 8 in eight months.
- Crafted Smucker's first ever TV national campaign for Hispanic market that has been continuously running until now.

LEO BURNETT SR. COPYWRITER 1993 - 1997 Caracas, Venezuela

Procter & Gamble, McDonald's, Heinz, Kellogg's, United Airlines, Liberty Mutual and Fiat.

- Won an "ANANDA (National Announcer Association) Award" for Best Music.
- Led the team that won the McDonald's account for the agency by developing brand promotion and sales campaigns.
- Worked on the communication campaign for the introduction of the Fiat Palio in Venezuela and Colombia.

EDUCATION

UNIVERSIDAD CATOLICA ANDRES BELLO 1983-1988 Caracas, Venezuela
Bachelor in Science of Communication.

- Majored in Advertising and Public Relations.

SCHOOL OF VISUAL ARTS July 2002 New York, NY

- Digital Basic Design

"I explore personality and uniqueness to create possibilities that connect brands with their audience. It could be a powerful line, an unforgettable image, a persuasive story, a once in a life experience, or even the entire branded content/series of posts that ultimately engages them. Every brand and every product is always a new challenge and it's what I live for!"