Javier San Miguel

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experience

Sensis — Los Angeles, CA
Group Creative Director — June 2015 – Present

• Oversee development of strategically driven, cross-cultural digital and analog advertising creative for clients across Los Angeles, Atlanta, Austin and DC offices
• Specialize in highly regulated client verticals including Healthcare, Government, Utilities and Higher Education
• 2018 Minority Marketing & Communications Firm of the Year - U.S. Dept. of Commerce
• Manage deep account stack through combined supervision and hands-on collaboration with teams spanning Strategy, Creative, Production, Amplification, and Digital Experiences, in addition to leading new business efforts

Healthcare:
Anthem, AltaMed, United Healthcare, Stand Up 2 Cancer, AARP, Sierra Health Foundation CA State Covid-19 Hispanic Public Awareness, Adventist Health, Planned Parenthood, Scripps Research-National Institutes of Health All of Us Program, City of LA Anti-Tobacco, MLK, Jr. Community Hospital, Adventist Health, Trevor Project, NY Eye

Government:
FDA, FDA CTP, Centers for Disease Control, CMS, Homeland Security (E-Verify & U.S. Citizenship and Immigration Service), U.S. Dept. of Agriculture (APHIS), U.S. Census Bureau, FVAP, Consumer Product Safety Commission, Port of LA, LA Waterfront, South Coast Air Quality Management District, Fair Chance LA, recycLA, OC Fair, LAPD, SAPD

Utilities & Mass Transit:
Sempra Energy, SDG&E, SoCal Gas, Washington Gas, Clean Choice Energy, Metrolink, MARTA, Cap Metro Austin

Higher Education:
Cal State LA, UCLA Extension, Boston College, George Washington University, Texas Tech-Rawls College of Business, American Public University, Morehouse School of Medicine, Washington State University, UAGM, U.S. Coast Guard Academy

Consumer Services & Products:
AT&T U.S. Hispanic Platform, Gannett, Union Bank, OneWest Bank, NASCAR Auto Club 400, Dunn-Edwards Paints, Solaris Paper (Fiora brand), Tadin Herb & Tea, Chef Merito Seasonings, Solve IQ, Scale Computing

Highlights:
• 2021 Account Wins: SU2C, CDC Covid Travel Awareness, Ocean Protection Council, California Association of Realtors, American Hotel and Lodging Association, Biola University, Northern Arizona University
• Designed agency's LA headquarters, converting 7,000 square feet of raw industrial space into a fully functional creative workspace in the downtown Broadway Theater District
• Oversaw full agency rebrand and repositioning, currently developing website redesign

Sensis — Los Angeles, CA
Associate Creative Director, Copy — May 2007 – May 2015

Accounts:
DIRECTV, U.S. Army, FDA (Center for Tobacco Products), U.S. Dept. of Agriculture (APHIS), CMS, Sempra Energy, Southern California Gas Company, Washington Gas, San Diego Gas & Electric, U.S. Dept. of Homeland Security (E-Verify & U.S. Citizenship and Immigration Service), U.S. Dept. of Commerce - Minority Business Development Agency, California Lottery, United Healthcare, U.S. Coast Guard Academy, StandUp2Cancer, L.A. County Dept. of Health, White Memorial Medical Center, KPCC SoCal Pub Radio and L.A. Streetcar

Highlights:
• Created account-winning concept for FDA Real Cost Rural Smokeless Campaign contract ($35.8 million award), the biggest in agency history
• Key player in growing agency from 11-man digital shop in 2007 to 158-person+ full-service ad agency at present, with offices in Los Angeles, Washington, D.C., Austin and Atlanta

• Helped agency earn spots in *Inc. 5000* ranking of America's fastest-growing private companies, every year since 2008; and the *LA Business Journal* list of fastest-growing private companies in the region for the past two years

cruz/kravetz: IDEAS Los Angeles, CA
Senior Copywriter October 2005 – April 2007

Accounts:
H&R Block, Denny's, Wellpoint (Blue Cross, Anthem, UniCare), El Pollo Loco, IDT Financial and Telacris

Highlights:
• Led copy development for H&R Block's rollout of Latino-focused retail experiences through network-wide merchandising and advertising tactics
• Drafted all advertising and in-store POS copy for El Pollo Loco QSR chain expansion beyond Southern California into Colorado, Connecticut and Georgia retail markets

Orci Los Angeles, CA
Senior Copywriter August 2004 – May 2005

Accounts:
Verizon, CitiFinancial, Allstate, Honda and Splenda. New business pitches included Macy's and Absolut Vodka

Castells & Asociados Los Angeles, CA
Copywriter March 2003 – July 2004

Accounts:
Comcast, McDonald's, TimeWarner Cable, Adelphia, Brighthouse, LA Cable Co-Op, Safeway/Vons, Health Net, Knott's Theme Parks and Ryland Homes

Highlights:
• Drafted nationwide launch of Comcast Cable Latino product, including all channel package tier naming and integrated DR advertising campaigns
• Winner AdAge Best Integrated Hispanic Campaign (Comcast CableLatino)
• Authored all year-one advertising for McDonald's US Hispanic "I'm lovin' it" brand rollout across Southern California market (single largest McDonald's owner-operator network in the U.S.)

non-profit leadership

USA Bobsled/Skeleton Colorado Springs, CO
Advisory Board Member January 2014 – Present

Provide guidance with respect to policy, governance, strategic direction and marketing. Work with individual athletes to optimize their social media presence and sponsor integrations. USABS is the national governing body for the sports of bobsled and skeleton in the United States. Its mission is to enable U.S. athletes to achieve sustained competitive excellence in Olympic competition, and to promote and grow the sports of bobsled and skeleton in the U.S.

education

University of Southern California School of Cinematic Arts Los Angeles, CA
M.F.A. Cinema-Television Production, 1999

Princeton University Princeton, NJ
A.B. English Literature and American Studies, 1993

languages

Completely fluent in (speak, read and write) English and Spanish, with 7 years of French study.

awards

Webby Awards Honoree, IAC Award - Best Advocacy Website, Aster Awards - Best of Show, Gold Ad Age & Modern Healthcare IMPACT Award, Gold MIXX Multicultural, ANA Multicultural Excellence, Ad Age Best Integrated Marketing, Telly Gold, Interactive Media Awards, Standard of Excellence WebAwards, PM360 Greatest Creator Showcase Selectee, PRISM, MOBI, W3 Gold & Silvers, LA ADDYS