

# MIKE BURGOS

## DIGITAL CREATIVE DIRECTOR

CREATIVE STRATEGIST // MARKETER // LEADER

### CONTACT



MIKE BURGOS



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### SOCIAL



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### PROFESSIONAL EXPERIENCE

2019-2020 **AMENITY HEALTH INC. (MEDCLINE.COM)**

#### DIGITAL CREATIVE DIRECTOR

Creative lead, evolving brand presence + aligning creative strategy with business objectives to drive D2C eCommerce sales. Navigated ideation and development of data-driven campaign creative across all web, digital, social, + video, supporting funnel stages of awareness to increase conversion rate with seamless end-to-end customer experiences.

2014-2019 **AMERICAN SPECIALTY HEALTH (IN-HOUSE AGENCY)**

#### DIGITAL CREATIVE DIRECTOR

Drove creative strategy, brand evolution, and integrated, end-to-end multi-channel marketing campaigns in the health care, wellness and fitness spaces. Directly impacted client retention, sales + revenue growth from **\$265 million to \$700 million** for a branded house + house of brands (9). Strengthened brand presence and competitive position across all web, digital, video, traditional, social, and experiential mediums. Developed brand identity systems, brand strategy, brand architecture, brand voice, and product naming at the strategic and executional level.

2013-2014 **STONE BREWING CO.**

#### CREATIVE DIRECTOR

Led creative strategy, messaging, design, production and project management. Directed + maintained look, feel, and holistic sensibility of all brand elements. Collaborated with executive leadership to support new business initiatives.

2010-2013 **NATIONAL UNIVERSITY SYSTEM**

#### CREATIVE DIRECTOR

Creative lead for all digital, traditional, web, TV, supporting nine affiliate universities. Increased leads, admissions and profitability. Instrumental in elevating the quality of advertising through integrated design and compelling messaging, with a strong focus on brand identity and creative strategy. Instituted new creative process, increasing efficiency and productivity, fostering a collaborative culture. Restructured departmental hierarchy for career development and succession.

2005-2010 **JACK IN THE BOX INC.**

#### SENIOR ART DIRECTOR

Design lead for all sales-driven print advertising, direct mail, in-store decor, TV and corporate communication. Brand steward, enforcing corporate identity & graphic standards. Built, mentored, and managed creative team.



### SKILLS + COMPETENCIES

#### CREATIVE CLOUD

End-to-End Customer Brand Experiences, Marketing, eCommerce, Web, Mobile, Digital, Video, Social, TV, Radio, Traditional, Experiential.



### EDUCATION

#### SAN DIEGO STATE UNIVERSITY

**BACHELOR OF ARTS, GRAPHIC DESIGN**

# MIKE BURGOS

## TRAINING & CERTIFICATIONS



### LEADERSHIP

### CAREER DEVELOPMENT

### COMMUNICATION

### CULTURE

### EMOTIONAL INTELLIGENCE

### MANAGEMENT

### STRATEGIC PLANNING

### TEAM BUILDING

BEHAVIORAL INTERVIEWING  
BUSINESS COMMUNICATION & ETIQUETTE  
CAREER DEVELOPMENT  
CHANGE MANAGEMENT  
COMMUNICATING WITH CONFIDENCE  
CONFLICT RESOLUTION  
CULTURE & DIVERSITY  
DELEGATION  
DIVERSITY AWARENESS  
EMOTIONAL INTELLIGENCE  
EMPLOYEE ENGAGEMENT  
ENHANCING EMPLOYEE PERFORMANCE  
FOUR COLOR PERSONALITY ASSESSMENT  
IMPROVING EMPLOYEE ACCOUNTABILITY  
HOW TO BE AN EFFECTIVE SUPERVISOR & MANAGER  
HOW TO BUILD A STRONG COMPANY CULTURE  
LEADERSHIP BEST PRACTICES  
LEADING MEETINGS  
MANAGING CHANGE  
MEDITATION & WORK/LIFE BALANCE  
MULTIGENERATIONAL WORKPLACE  
MULTITASKING  
MYERS-BRIGGS PERSONALITY ASSESSMENT  
NEGOTIATION  
NONVERBAL COMMUNICATION  
PEER LEADERSHIP  
PERSONAL ACCOUNTABILITY & SELF DIRECTION  
PERSONALITY ASSESSMENT  
PREVENTING HARASSMENT  
SHOWING EMPATHY  
SITUATIONAL LEADERSHIP  
STRATEGIC PLANNING  
STRESS MANAGEMENT  
TEAM BUILDING  
TIME MANAGEMENT  
WORKING SUCCESSFULLY WITH ALL PERSONALITIES

# 165 CREATIVE + MARKETING AWARDS

AMERICAN  
ADVERTISING  
AWARDS

5



5

Aster Awards

18

AVA DIGITAL  
AWARDS

5



10

The Communicator Awards

10



ACADEMY OF TELEVISION  
ARTS & SCIENCES

3

GD  
USA  
GRAPHIC DESIGN USA

8

HEALTHCARE  
ADVERTISING  
AWARDS

24

HERMES  
CREATIVE AWARDS

22

LACP

2

MARCOM  
AWARDS

50



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