



RAFA JUÁREZ

Director / DP / Executive Producer / Editor
Ph. 210-488-1430 • Email: rjc5384@gmail.com
www.rafajuarez.com

Executive Summary

Commercial Television Director with over 10 years of TV commercial and video production experience. Currently owner of a small independent production company in San Antonio, TX.

Blue-chip clients as Director/DP/Editor

Embrey Partners, Ltd. – Gonzaba Medical Group – Cancer Treatment Centers of America (PSAs) - Bank of America - Chrysler – Jeep - Dodge – General Motors - Dr Pepper Snapple Group – Verizon – KLRN/ PBS

My Seven Core Values: Integrity - Teamwork - Quality - Innovation - Results - Giving – Fun

Bilingual and Bicultural English / Spanish

Key strengths and competencies

- Professional commercial photographer and cinematographer
- Expert in shooting and editing marketing and advertising campaigns within different categories
- Brand building expert from script to post-production
- Impeccable eye for lighting, design, compelling imagery, typography, color, motion and composition
- Professional level operation of cameras and equipment: DSLR, ENG style, Sony professional video – All formats – Video and audio
- Senior level video editor in Adobe Premiere, After Effects, Audition, Photoshop, Illustrator, FinalCut Pro, Soundtrack Pro, Audacity, etc. – Mac & PC
- Excellent team player with sales and marketing departments, partner agencies and clients
- Expert in production design, budgeting, preproduction planning and postproduction
- On-camera and VO talent director in English and Spanish
- On-site and in-studio audio recording, editing and sound design
- Over 15 years of advertising agency experience as creative director, senior copywriter and art director
- Brainstorming leader and instigator
- Independent producer with resources at local, state and national levels
- Creative director/producer editor of PSA campaigns for non-profits organizations
- Experience creating and developing 2D and 3D animation, motion graphics and SFX – Green screen
- High technical skills in managing and maintaining equipment inventory
- Hungry for new trends and new technologies applied to filmmaking, from shooting to post

SOFTWARE PROFICIENCY

Adobe CC: Premiere Pro, After Effects, Photoshop, Illustrator, In-Design, Audition, etc.
FinalCut Pro, SoundTrack Pro – Audacity - Blender - Ms Office - HTML5 – Webflow - CMS

EXPERIENCE

Recent work as DP Director Producer:

- 2019-2020: Worked directly with Embrey Partners, Inc., a top construction and development firm in San Antonio, TX with presence in six states in the U.S., creating, directing, shooting and producing corporate videos for the marketing department. – DSLR HD video and Photoshoot
- 2017-2019: Worked directly with Gonzaba Medical Group and their doctors and patients, creating, directing, shooting and producing bilingual TV campaigns for San Antonio seniors, in collaboration with Creative Civilization agency, San Antonio, TX. – DSLR HD video and Photoshoot
- 2017-2018: Cancer Treatment Centers of America – PSAs Creative director/editor of the awarded bilingual TV campaign “No Esperes” promoting early cancer detection among Hispanics in the U.S., in collaboration with Creative Civilization.
- 2016: The Barcelona Lofts – Apartment complex in San Antonio, TX – Writing, shooting and editing corporate video, positioning The Barcelona Lofts as “A unique style of contemporary and urban living in San Antonio.”
- 2009-2015: Creative director and creative editor of commercial TV campaigns and videos for Bank of America, Chrysler, Verizon, Dr Pepper, etc. – Lopez Negrete Communications, Houston, TX
- 2008 – PBS/KLRN “Wings Over the Alamo” documentary adaptation into Spanish
- YouTube channel with over 70,000 views - May, 2020:
<https://www.youtube.com/user/RjcCommunications/videos>
- Director / DP Reel: <https://vimeo.com/375956034>
- YouTube DP Playlist: https://www.youtube.com/playlist?list=PLLWPg6HZGagLK_NTd3tBLCjXye-JAf1wh
- Editor Reel: <https://vimeo.com/375991906>

April 2015 – Present

RJC COMMUNICATIONS, LLC - San Antonio, TX – Houston, TX

Commercial TV, photography & video productions - Content development - Storytelling - Copywriting – Art Direction - Non-Linear Editing – Motion Graphics – 2D & 3D Animation

March 2009 – April 2015

LOPEZ NEGRETE COMMUNICATIONS (LNC)

Top independently owned Hispanic advertising agency in the U.S.
Houston, TX – New York, NY – Los Angeles, CA – Mexico, D.F.

Associate Creative Director – Acting Creative Director – Senior Editor
Bank of America – Dr Pepper – 7UP – Reliant Energy – Walmart - AARP – Etc.

June 2008 – December 2008

KLRN – PBS

Public Broadcasting System – San Antonio, TX

Creative Director / Talent Director / Script adaptation / VO Narrator in Spanish
Adaptation into Spanish of “Wings Over the Alamo”, a :55 min. documentary about the history of the military aviation in San Antonio, TX.

August 2006 – April 2008

Mexicans and Americans Thinking Together Foundation, Inc.

Bicultural Mexican-American Think Tank – Non-Profit Organization

Video producer/director/editor – Reporter - Interactive Creative Director - Content Editor

December 2002 – July 2006

GlobalHue – U.S. Hispanic division

Top Multicultural advertising agency in the nation, with billings in excess of \$350M
Detroit, MI - Los Angeles, CA - New York, NY – San Antonio, TX

Associate Creative Director / Tier II Creative Director for DCX Dealers Association
DaimlerChrysler: Chrysler, Jeep, Dodge brands

EDUCATION AND CERTIFICATIONS

2019 – Google Analytics Advanced – Certificate of Completion

South-By-Southwest – Austin, TX

Attending seminars, panels and workshops on the latest film and digital media trends and technologies.

2019 SXSW Interactive

2018 SXSW Film

2017 SXSW Interactive

2015 SXSW Interactive: 2015 SXSW Workshop Certificate of Completion:
“Creativity on demand: Ideas when you need them”

2014 SXSW Interactive: 2014 SXSW Workshop Certificate of Completion:
“Begin at the End: Content Planning for Insights”

1993: BFA - Universidad Complutense – Madrid, Spain

5-year Bachelor of Fine Arts degree, specialty Graphic Design
Scholarship recipient in the Graphic Design class in the 5th-year

AWARDS

2018 The Cancer Awareness Advertising Awards, by Marketing Healthcare Today Magazine:

Gold in the Social Media category – Silver in the TV category

CLIENT: Hispanic Advisory Council of Cancer Treatment Centers of America

CAMPAIGN: “No Esperes”

CATEGORIES: Social – TV - AGENCY: CREATIVE CIVILIZATION

2018 Imagen Awards:

Nomination for Best On-Air Advertising

CLIENT: Hispanic Advisory Council of Cancer Treatment Centers of America

CAMPAIGN: “No Esperes”

CATEGORY: TV - AGENCY: CREATIVE CIVILIZATION

2011 Houston ADDY Awards:

Gold ADDY Best of Show / Broadcast – 2 Silver – 3 Citation of Excellence

CLIENT: Bank of America

CATEGORIES: TV – Print - AGENCY: LOPEZ NEGRETE COMMUNICATIONS (LNC)

2010 Houston ADDY Awards:

9 Gold - 8 Silver - 7 Citation of Excellence

CLIENT: Dr Pepper Snapple Group

CAMPAIGN: VIDA23

CATEGORIES: Website - TV – Animation – Interactive media, etc. - AGENCY: LNC

2010 AMA Houston Crystal Awards:

CLIENT: Dr Pepper Snapple Group

CAMPAIGN: VIDA23

CATEGORIES: TV – Print – Interactive media - AGENCY: LNC

2009 Art Directors Club of Houston:

Finalist Mention

CLIENT: Dr Pepper

CAMPAIGN: VIDA23

CATEGORY: Website - AGENCY: LNC

2005 CADDY Award – Detroit Creative Directors Council:

CLIENT: JEEP

CAMPAIGN: “SIEMPRE BELLO”

CATEGORY: MULTIMEDIA - AGENCY: GLOBALHUE

2004 Ad Age Magazine - Most Accepted TV Spot among Hispanic audience:

SPOT: "NECKLACE" – TV – 2004 DODGE DURANGO LAUNCHING CAMPAIGN

AGENCY: GLOBALHUE