

# Pep Pepper

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## BRAND & CREATIVE DIRECTOR

BRAND MARKETING STRATEGIST | CREATIVE LEADER | CONTENT CREATOR

A strategic, skilled, and resourceful creative rooted in the Bay Area, they bring over 12 years of brand marketing understanding as a Creative Director of art. Widely recognized for crafting compelling brand campaigns through video content, including broadcast commercials and social series. As a versatile artist, they effortlessly blend marketing expertise with a profound understanding of human emotions, curating a unique and immersive artistic journey.

Additionally, Pep excels in reshaping environments through captivating murals, live experiences, and concerts for leading brands. Please view examples of work at [www.pepper.com](http://www.pepper.com)

### SIGNATURE ACHIEVEMENTS:

- **CANNES AWARD WINNER - BRONZE - FILM CRAFT**
- **CLIO AWARD WINNER - SILVER - COMMERCIAL**
- **CANNES AWARD - SHORTLIST - POSTER DESIGN**

## Signature Strengths & Competencies

### CREATIVE VISIONARY

Innovative Thinking  
Strategic Imagination  
Artistic Flair  
Adaptability

### EFFECTIVE TEAM COLLABORATION

Communication Skills  
Self Awareness  
Empathy  
Motivation Leadership

### STRATEGIC BRAND MARKETING

Market Insight  
Data-Driven Decision Making  
Brand Development  
Authentic Storytelling

## Executive Experience

### Freelance – Remote | August 21 - Present

#### Creative Director

Dynamic and accomplished Creative Director with over 12 years of proven success in brand marketing and creative leadership experience.

- **CREATED AND LAUNCHED BRAND** - Independent Bay Area artist, [www.peopleemptyplace.com](http://www.peopleemptyplace.com)
- **SERVICES OFFERED** - Brand and Creative Strategy, Social Strategy, Content Creation, Event Production, Brand Partnership Strategy, Digital Growth Marketing, Mural Curation Services, and more.

### Tile, Inc – San Francisco, California | January 2022 - August 2022

#### Brand & Creative Director

Brand and Creative Director, entrusted with the task of evolving the Tile product and transforming it into the Tile brand. The strategy involved crafting a bold, vibrant, and youthful brand that resonated deeply with consumers by emphasizing the protective aspect of our technology over their most cherished belongings

- Create and implement a comprehensive visual identity system for the company's brand
- Manage and mentor a team of creatives to ensure high-quality work and efficient operation of the department.
- Collaborate with cross-functional teams to develop and execute innovative design concepts that enhance the overall brand image and customer experience

## **Pandora Media – Oakland, California | October 2016 - 2022**

### **Creative Director**

Results-driven and creative professional with over 5.5 years of impactful contributions at Pandora Media. Hired to spearhead the rebranding initiative for Pandora's transition into a new era, simultaneously playing a key role in the successful acquisition by Sirius XM Media. During my tenure, I played a pivotal role in establishing and leading an in-house creative marketing team, where I managed a team of creative strategists and oversaw departmental functions.

- Spearheaded transformative rebrand initiative, resulting in a 30% increase in audience engagement & led to the Sirius XM Media acquisition.
- Pillar to development of internal Brand Marketing Creative organization. helped oversee the design and development of innovative branded content, ensuring it aligns with the company's brand identity and resonates with the target audience.
- Directed and curated high-impact mural projects in 15+ U.S. cities, establishing a unique brand presence.
- Orchestrated live experiences and concerts for prominent brand partnerships, ensuring seamless execution and audience satisfaction.
- Develop and implement creative strategies to enhance brand awareness and engagement
- Identify emerging trends in the music industry and incorporate them into brand messaging and creative campaigns.

## **mcgarrybowen – San Francisco, California | June 2015 - 2016**

### **Senior Art Director**

- Conceptualized and executed visually stunning campaigns, contributing to a 15% growth in brand visibility.
- Led a creative team in the development of broadcast commercials and social series, achieving a 30% boost in online engagement.
- Collaborated with clients to understand their branding objectives and develop creative solutions that aligned with their vision and target audience.

## **FCB West – San Francisco, California | March 2011 - 2015**

### **Art Director**

- Collaborate with the account management team to understand client objectives and deliver creative solutions that meet their needs.
- Strengthened client relationships by providing valuable insights on industry trends and competitor strategies, leading to increased client satisfaction and repeat business.
- Develop innovative and creative concepts that align with client brand strategies and objectives to meet and exceed client expectations.

## **Eleven, Inc. – San Francisco, California | March 2010 - 2011**

### **Art Director**

## **Education**

**Masters in Fine Arts – Advertising / Art Direction** | Academy of Art University, San Francisco, CA

**Bachelors in Art Studio – Digital Media / Visual Arts** | Sacramento State University, Sacramento, CA

