

# CRISTOBAL MELENDEZ

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## PROFESSIONAL EXPERIENCE

**LAIRD+PARTNERS** – New York, NY  
*VP, Group Account Director*

April 2014 – Present

Clients – Salvatore Ferragamo, Ferragamo Parfums, Tiffany & Co., Swarovski, Calvin Klein, Estee Lauder, COTY, Carolina Herrera, Escada

- Oversee a portfolio of brands within the agency leading a team of 15+ across account services, creative, strategy, production, project management and studio ensuring that all departments understand internal workflow processes, client objectives and timelines
- Lead the execution of seasonal and product specific 360 integrated campaigns on a global scale and for local markets resulting in fiscal and brand awareness success for clients
- Deep understanding of the key differences between global markets resulting in the development of multidisciplinary campaigns with specific visual and messaging objectives based on market needs
- Senior day-to-day contact for top accounts. Develop and nurture relationships with senior clients to align the agency POV with the clients' business needs
- Author strategic marketing and creative briefs based on client goals. This include short term objectives as well as 3-5-year full marketing plans
- Work closely with production team to ensure on time and on budget development of campaign concepts. Multi-medium channels include: Digital, mobile, TV, print, OOH, in-store, experiential
- Talent negotiations with global influencers identifying key local influencer across markets
- Collaborate with the Managing Director and CFO to author SOWs based on client needs assigning retainer and project fees based on staffing plans resulting in billings averaging \$5M
- Mentor and develop staff both within account team and other non-account management disciplines (creative, production, digital, strategy) by providing constructive feedback and specific action steps to help them reach their highest level of contribution. Consistently motivate team to keep them interested and passionate about all projects

**MODCo Creative** – New York, NY  
*Senior Account Supervisor*

January 2010 – March 2014

Clients – True Religion Brand Jeans, Joe Fresh, Rebecca Taylor, Sidney Garber, Knickerbocker Hotel, Kim Kardashian Fragrances, C. Wonder, AERIN, Diana Vreeland

- Led day-to-day communications between agency and client. Acted as liaison between client and agency ensuring that communication is consistent and streamlined in order to meet strategic goals and delivery of all projects on deadline
- Oversaw development of 360 integrated campaign strategies and strategic communication platforms across various traditional and non-traditional mediums including print, OOH, digital, video and experiential
- Authored creative briefs for client and agency alignment on overall campaign direction and tone noting any mandates that need to exist to remain within brand guidelines
- Developed detailed project management plans for all clients to maintain clear knowledge of deadlines for the client and internal staff, identifying potential conflicts along the process
- Established agency wide processes making communication flow between internal teams and clients more seamless and effective
- Worked closely with media branch of the agency to develop strategic, comprehensive and ROI focused media plans for clients that accomplish their specific goals and maximize their investment

- Served as main agency contact for new business opportunities. Worked directly with CCO, account management and creative team on new business pitches. New business initiatives aggregated to an average of \$5M a year in agency retainer billings
- Art Buying / Multi-medium Shoot Production / Casting

**Cristobal Melendez** – New York, NY  
*Consultant*

May 2007 – January 2010

Clients – KraftWorks, RoNY, gilt.com, Conde Nast, Men’s Vogue, Nylon, V Magazine, Self Service

- Account Management
- Strategy / Planning
- Art Buying
- Multi-medium Shoot Production
- Commercial / Editorial Stylist

**KraftWorks** – New York, NY  
*Senior Account Executive*

August 2005 – May 2007

Clients – ALDO Shoes, La Prairie, Calvin Klein Underwear, John Patrick Organic, Speedo

- Managed day-to-day communication between agency and clients. Primarily responsible for servicing accounts: plan, organize and communicate workflow with junior staff, creative and production departments
- Co-authored brand strategy and positioning documents for clients in fashion, active and beauty categories. This included: in depth category analysis, consumer research and profiling, brand immersion sessions and moderation during key meetings
- Negotiated media contracts (print and digital) on behalf of clients ensuring the best media placements in the appropriate media properties resulting in greater share of voice for the clients and profitable gains for the agency
- Developed creative briefs for specific projects to ensure that the client and agency were in sync with the goals and deliverables that were to be executed
- Shoot Production / Casting

## EDUCATION

**New York University** – Steinhardt School of Education, New York, NY

Class of 2005

Bachelor of Science degree in Culture and Communications Studies, Concentration in Mass Media

Minor degrees: Spanish Literature, Fine Arts

Magna Cum Laude

## SKILLS

Languages – Spanish (fluent)

Digital Knowledge – Microsoft Office Suite, Adobe Creative Suite