Elias Morales

ART DIRECTOR, ACD/CD

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I enjoy being a creative. Love the whole process of a creative launch, nothing is more rewarding than bringing them to life. I also love staying in the forefront of technology so I try to keep up to date with the latest AI updates, and usage.

My skill sets aren't creatively bound by any medium but I've done everything in social (TikTok, IG, Reels, Snap), 360 creative in along with activations, experiential, to fintech. From big things to the Super Bowl, to the latest TikTok dance.

I understand the complexities when it comes to how ideas play pivotal roles in business decision making. Knowing strategy and how it works has helped me cultivate and come up with creative solutions. I'm also a bit of a Sneaker head, avid gamer, and recently trying out my abilities as an entrepreneur working on my first startup in the fintech space. Feel free to reach out, I enjoy talking creative, sports, the vast universe, and sneakers!

Brand experiences; Verizon, AT&T, T-Mobile, Scopely, Toyota, Volkswagen, Honda, Acura, Land Rover, Genesis, Ruffles, Brisk, Pepsi, Gatorade, Sonic, Modern Eatery, Velo and even won some awards for Burger King, Playstation, Mitsubishi, and YouTube TV.

Abilities

Key Qualifications

An Art Director ACD/CD with at least 12 years creative experience with brand development, strategy, UX/UI, 360 creative, social including TikTok, IG, Snap, and mentoring mid-level/junior teams.

Entrepreneurship experience as the new passion project of mine as the CEO/Founder of my very own fintech startup bank where I oversee all the aspects of a financial banking institution as well as its brand development, UX/UI, creative, production, partnerships, leading industry advisors and go to market launch. Who knows where it'll go but for now, weeeeee!

Shown ability to build and direct high-quality A/V brand Creative

Develop and deliver creative solutions to a high quality standard

Proficient in TV, Social, Digital, Experiential, OOH, and Print advertising formats, strategy, and methodologies

Collaborative and team oriented approach with experience in a quick moving and cross-functional environment

International experience or experience working with global teams and producing abroad for South America as well as Eurasion

Experience working directly with talent, influencers and creators to collaborate on campaigns

Experience managing a high volume of creative and campaign types in parallel

Expert ability to pitch ideas to senior leadership and show runners and filmmakers

Quick problem solving abilities during the creative process, in production, and post

Experience managing shoots by myself without producers and or a team

Have managed or been a part of teams across multiple time zones.

On The Job Experience

Art Director ACD/CD

Los Angeles, CA
Oct 2022 - Present

Freelance

July 2024 – February 2025
VML (Newport, CA/New York, N.Y.) Had the pleasure to lead the creative, implement strategy, and be the lead designer for a launch of a new brand in a new category. Plus go to work with some amazing humans to launch this brand new social campaign.

2024
Synchrony Bank (U.K.)- New social campaign to drive awareness about there savings accounts.

Jack Morton (Chicago) - Top biggest pitch of my life and won. Awesome being part of the core team to pitch Jim Beam's 1st World Cup new experiential partnership with the U.S. Women's and Men's National soccer team. From block party street event venue, in stadium engagements, to also organically tap into the biggest soccer Latino market for brand awareness on Univision.

Vaynermedia - Leading creative to concept for Woodbridge Wines for social first campaigns.

2023
Sibling Rivalry - Two of my favorite things I haven't worked on in a long time. Print and tech. Art Directed and designed there latest social, and print campaigns for the upcoming 2024 calendar year. Lots of banners, and print ads. Had a blast.

Freelance ACD/CD

R/GA New York

New York, NY
Jul 2021 - Sep 2022

Worked with Verizon and their (+gear) collection to fit people's passion and lifestyle—whether music, sports, or gaming.

So, we got a couple NFL stars and a Grammy-nominated musician to spread the word about their own curated collections.
Best of all, got to work on this year's Super Bowl in LA.

Verizon's 5G Home Internet teamed up with the amazing Jim Carey in reprising his role in The Cable Guy. No, we didn't get to work on the spot, but we did get to work on the social for it. One would say that's even cooler. That one person would be wrong, but it was kinda o.k. in the end. Made lots of GIFs
• Curated Verizon's +gear collection creative ;) & to work with NFL stars Alvin Kamara & Devonta Smith
• Got to also work with Grammy Nominated singer Brandi Carlile
• Super Bowl Social launch for Verizon's 5G Internet Home

ACD

Decoded Advertising

Culver City
Nov 2022 - Feb 2023

Social/Digital; T-Mobile, and Metro by T-Mobile
Ask - To reach Gen Z and increase T-Mobile signups so we executed
Solution - Using the latest viral trends to create tons organic social
content on TikTok, IG & Reels to generate new customer signups.
• Concepted, sold, and created social spot for Metro PCS as well

Creative Lead

Vaynermedia

Los Angeles
Apr 2022 - Jul 2022

Lead creative for a social brand launch campaign at one of the best socially led agencies from start to finish. Although, I'm not a fan of testing, in this particular scenario I was, since it tested great! With a fun creative campaign to boot.
As a bonus, client couldn't be happier, and we increased viewership as well as converting those views to sales which is why we're hired.
Also led the creative for another launch campaign, unfortunately didn't see that one all the way through but the clients were very happy with the new creative territory. Can't wait to see how that turns out.

ACD/Creative Lead

Motive

Los Angeles
Aug 2019 - Apr 2021

• Led a significant amount ideally millennial/Gen Z focused brands at both a strategic and an executional level.
• Emotive-based marketeer who has proven experience with building brands inclusive of large and diverse audiences
• Ability to marry insights & data with storytelling, narrative development, and messaging

-Ruffles
• Delivered a winning spot that helped Ruffles become the AOR for Motive and contributed to the making of Ruffles first tv commercials in over a decade.

-Brisk
Contributing to winning the AOR for everything Brisk Social while also revamping their creative 360, launching a brand new product in over a decade, and a shoe drop to go with it.

-Brisk Social Creative Lead
• Strong and highly developed interpersonal skills to lead and manage teams
• Deep experience in brand building - both strategically and creatively.
• Experience building and scaling processes, teams, budgets, tools, and programs
• Ability to work cross-functionally with product, creatives, product marketers, content marketers, and campaign managers of all levels

Freelance Social ACD

INNOCEAN USA

Huntington Beach
May 2019 - Aug 2019

I started working on cars in my advertising career a long time ago, and I enjoy every opportunity to be able to go back every time to work on it.
• Co-lead, concepted and created social posts for one of my favorite new car luxury brands, Genesis.
• Worked on the launch of Genesis' brand new vehicle models, the very impressive GV80.

Freelance Bi-Lingual ACD

Conill

Los Angeles, CA
Apr 2019 - May 2019

Worked on launching a summer sales event campaign for North America and Latin America simultaneously. In two languages, for the second time, cause one time wasn't enough. Being able to multi-task in two languages while working with just the group creative director and myself is a new skill set.
• TV scripts
• Banners
• Social

Freelance Bi-Lingual ACD

Gallegos United

Huntington Beach
Oct 2018 - Feb 2019

While at Gallegos I was brought in to work on a very cool pitch for Sour Patch Kids Latin America, unfortunately even though the team didn't win it, the learning process working in a multicultural environment I walked away with was extremely valuable.

The good news, they liked my work and got to stay longer to be part of several other cool projects for the next few months. One of which, checked my bucket list to design and create a parade float. Checking off yet another one on that list, I helped created content around Chick-Fil-A's partnership with MLS featuring some of the world's best athletes.

Freelance Digital ACD

Saatchi LA

Los Angeles
Jul 2018 - Oct 2018

Was brought in to work on the launch of the all-new RAV 4 to create an integrated online campaign utilizing data to target consumers like never before.

We created :06 spots that used this information to appeal to consumers interest, location, and one of three different trims of the RAV4. In order to achieve this, an exhausted list of interest, and locations were thought of to configure different scripts.

Department Digital Lead

Quigley Simpson

Los Angeles
Jan 2018 - Jul 2018

My first official role in a leadership with solid management experience; leading large teams and loved it.

•Lead campaigns for our GCD to help catch that big idea and teach the art of translating this down to tangible executions.
•Worked with leadership to properly get projects and process off the ground while developing company wide creative processes; including brief sessions, high priority brainstorms, emerging technology and social opportunities, as well as innovating on campaign work.
•Supported ECD and leadership in hiring and staffing plans.
•Proactively pitched our clients great campaigns without ask, and found collaborative ways to optimize our internal ideation/inspiration sessions to keep our creatives challenged.
•Proved leadership skills, and a passion for mentorship and management.
•Partner to senior leadership position, while ensuring that work was outstanding creatively and meet all brand objectives, while providing clear support and communication to the senior team on all current initiatives.

Integrated Art Director/ACD

The Wonderful Company

Los Angeles, CA
Sep 2017 - Oct 2017

Who would've thought working on Wonderful Pistachio's and Halo's would be so fun. Like back in school fun. Yes, we were tasked with creating stupid fun ideas, but they were stupid fun ideas with a purpose.

•Was tasked with supporting and coming up with unique social, digital, experiential, and every other idea possible for the launch of Scandal Wine for a few selective cities from the Hollywood Hills to sultry Miami.

•I've missed print, Halo's oranges still do print, fun print. So good.

Freelance Art Director/ACD

SPARK44

Los Angeles, CA
Oct 2016 - May 2016

Freelanced at Spark44 for seven months;
One of the best dream brands I've ever had the opportunity to work on. It's not everyday you get to work on one of the most iconic brands in the world and enjoy every minute of it. Great people, great team.

•Supported our international global team, North American, and Group Creative Directors in gathering deliverables into client-ready presentations as well as oversee projects launching Land Rover's new Valor and Evoque vehicles.

•Worked hand in hand with my Creative Director creating the launch of a new brand vehicle for the family of Land Rover.

•Was in charge of the global presentation deck and 360 degree deliverables for the new launch of the all-new 2019 Land Rover Evoque.

•Created engaging social post where we partnered up with Major League's Baseball very own MVP, Bryce Harper to show off Jaguar's on and off the field's skills.

•Lot's of banners, lot's of email templates.

Freelance Digital Art Director

Hook Studios

Marina Del Rey, CA
Jul 2017 - Sep 2017

Great place, amazing clients to work with, and some of the best challenging projects I've ever had the pleasure to work on.

With a short timeline and a whole new creative direction from strategy, design and executing, we had to relaunch YouTube TV in a months time. No biggie, a very talented group of people got together and launched one of the simplest most effective campaigns for YouTube TV. Always awesome to be a part of projects like that.

Freelance Integrated ACD

180LA

Santa Monica, CA
May 2016 - Jul 2016

Greatful to work along side some of the best caliber of creative talent in the business and learning a thing from one of the best agencies around.

•Worked closely with our Digital Creative director to develop an online experience to launch the All-New Mitsubishi G4.

•Closely worked with our agency UX Lead to generate the best experience and design it.

•FWA month of the site for the All-New Mitsubishi G4

Freelance Sr. Art Director

Saatchi LA

Los Angeles, CA
Jun 2015 - Nov 2015

Freelanced at Saatchi LA for the past six months where I;
• Supported our International Group Creative Director in gathering deliverables into client-ready presentations as well as oversee projects.

•Supported the digital launch of Toyota's Camry's Super Spot with several social post and banners.

•Created several fun and unique way spots to showcase Toyota's several vehicle features.

Integrated Freelance ACD

Ogilvy & Mather

Chicago
May 2014 - Feb 2015

Freelanced at Ogilvy Chicago for the past year where I;
• Lead, created and delivered full 360 campaigns directly to clients
• Instrumental in developing client requested POV's
• Supported our International Group Creative Director in gathering deliverables into client-ready presentations as well as oversee projects in the absence of my Executive Creative Director.

Sr. Art Director

Energy BBDO

Chicago, IL
Jun 2012 - Sep 2013

The Work. The Work. The Work...plus the bonus of having BBDO filled with amazing and talented people that I now have the pleasure of calling my friends.

Integrated Art Director

Deutsch LA

Los Angeles, CA
Dec 2009 - Apr 2012

Had fun working on some amazing brands while making some of the dopest friends while doing what I love.

• Created and lead the digital creative for Playstation's 3 Killzone 3 release and the debut of Playstation's 3 new gun, "The Sharpshooter".

• Concepted, redesigned and lead the 360 creative on Anthem's "Meet Anthem" campaign from print, outdoor, online and digital experiences.

Also worked on these: Volkswagen, HTC, Cici's Pizza, Fresh & Easy, Snapple, and Diet Dr. Pepper.

Intern Art Director

Crispin Porter + Bogusky

Boulder, CO
May 2009 - Aug 2009

Thousands of interns entered but only 24 were selected to be auctioned off on Ebay to be part of a mini-agency dedicated to working on Brammo Electric Motorcycles.

•Created one of North America's first augmented reality experience for Burger King's revamped dollar menu which at the time had never been done before.

Also worked on these: Coke Zero, Best Buy, Amex, Old Navy, BK Germany, and Guitar Hero.

Intern Art Director - Creative Assistant

RPA

Santa Monica
Jan 2007 - Apr 2009

Learning the ropes, pitching on new business and getting a quick lesson on reality.

Pitched a lot and in one of those pitches my creative was instrumental on winning the Lay-Z-Boy account. Chalk one up for the good guys.

Where I picked up some skills

Bachelor's

Art Institute of CA | San Diego

San Diego, CA
Jun 2003 - Dec 2005

Got the basics, learned a few things, and graduated with my Bachelors in Art.

Associates Degree

Grossmont Community College

San Diego, CA
Jun 2000 - Jun 2003

Interned at Merrill Lynch as some financial analyst and learned a lot about day trading.

Awards

Cannes - 2010 | Value Menu - Bronze Cyber Lion
Cannes - 2010 | Value Menu - Bronze Cyber Lion
Cannes - 2010 | Value Menu - Promo & Activation Lion
Clio - 2010 | Value Menu - Silver
Art Directors Club - 2010 | Value Menu - Bronze
D&AD Award - 2010 | Value Menu - In Book
One Show - 2010 | Value Menu - Silver Pencil
Effie - 2010 | Value Menu - Silver
Webby - 2010 | Value Menu - Runner up

STUDENT
CMYK 41st Issue - 2010 | Carl's Jr Experiential

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