

Johnny Lopez

Creative Production & Resource Management

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LINKEDIN

<https://www.linkedin.com/in/johnlopez/>

PROFILE

A seasoned and service-oriented Marketing & Advertising production specialist with design and technology experience. Combines an empathetic, upbeat, and friendly demeanor with a deep appreciation for process and efficiency. Delivers concurrent projects on time and within budget through effective planning and performance management. Cultivates trusted relationships with strategic stakeholders and team members, creates a positive collaborative working environment, and is committed to excellence in execution.

EMPLOYMENT HISTORY

Apr 2019 — Jun 2021

Marketing Director, Pixite

San Diego / Remote

Responsible for leading all go-to-market activities, including planning, executing and monitoring marketing campaigns and growth strategies and tactics driving multi-platform brand awareness, customer acquisition, engagement, and retention for all Pixite website and social media properties.

- Worked side by side with Brand Manager and User Acquisition Manager to create and execute marketing campaigns that increased brand awareness across social channels
- Created and directed a network of trusted creative partners that generated content for both in-app and outward-facing educational and promotional initiatives, including long-form tutorials, live events, and topical vlog content with a focus on creativity, productivity, and mindfulness
- Lead all strategic digital and organic marketing and demand generation outreach and growth efforts driving both conversions, and retention, with a focus on creating educational content and campaigns that drove traffic to conversion-optimized landing pages
- Spearheaded cross-functional collaboration with product, branding, and user acquisition teams, improving website conversions with on-page CTAs, sign-in flow, ad optimizations, and email campaigns
- Helped product team unlock areas of growth potential through collaboration in combining software, services, and community growth tactics by exposing siloed in-app content via the web
- Was primary point of contact for creative services vendors, including a lead role in the collaboration with MESS in the creation of Pixite's new website and content strategy
- Participated in product development meetings to help better integrate marketing tools and initiatives into the app development process

Feb 2009 — Mar 2019

Co-Founder & Managing Creative Partner, Scout Ideas

Los Angeles

Located on Venice Boulevard in Mar Vista/Venice, my partner and I oversaw the branding, marketing and day-to-day operation of a shared co-working space (Camp) while also servicing our own roster of clients. Wore many hats while creating everything from brunch menus to eCommerce web sites.

- Developed high-value, service-oriented design, advertising, and creative technology solutions for brands and agencies of all sizes
- Created an online ordering and delivery platform for Family Style Restaurant Group allowing them to operate at a much lower cost per transaction as compared to existing third-party solutions such as Postmates
- We were an early adopter of cloud technology and created our own cloud-based web and app hosting environment. We managed dozens of sites and thousands of e-commerce transactions using a combination of in-house solutions and creative third-party API integration
- Collaborated with clients and communication partners leveraging data and analytics for a targeted approach to reaching diverse audiences for non-profits, restaurant groups, philanthropists, and retail
- Increased brand awareness and the digital footprint for organizations, such as The LA LGBT & Trans Wellness Centers, The XPrize Foundation, Sage Restaurant Group, Giordano's Pizza, SONDORS Electric Bikes, and many others

Jan 2003 — Jan 2009

Partner, Managing Director, Ogilvy / RedWorks

Culver City

Oversight of operations of Ogilvy's RedWorks operations in California, including both the Los Angeles & San Francisco Offices. With two teams of over 20 individuals accountable for targeted B2B and B2C advertising and marketing initiatives for client verticals not included in Ogilvy's general client retainers, generating additional agency revenue streams valued at \$4mm annually. Provided direct supervision of creative, account, and print & digital production personnel. Delivered diverse assets and media, including digital, print collateral, out-of-home, and scripted content for a selection of clients that included Motorola, Jaguar, BP, Cisco Systems, AM/PM, Viking River Cruises, Heal The Bay, and Sony Interactive.

- Spearheaded intake, production, and procurement workflow process including the definition of asset taxonomy and distribution policies and security
- Co-developed, with the Director of IT, a robust DAM (Xinet) that integrated into the larger Ogilvy framework, including the use of Telescope as a bridge to other systems in the global network allowing resource sharing to RedWorks offices in New York, Toronto and Paris
- Streamlined the flow of work and review cycles with third-party vendors, clients, and international Ogilvy offices with remote (color-calibrated), proofing and review
- Oversaw diverse assignments and requirements for various media formats, including digital, print, out-of-home, package prototypes, presentations, and scripted content for broadcast and the web
- Cultivated a healthy work environment with exceptionally low turn-over, and implemented creative staffing strategies to prevent burnout with distributed/shared responsibility for difficult hours and tasks
- Received the WPP High Potential award in 2008

HOBBIES

Outside of work my interests include cooking with family and friends, digital music production and guitar, and maintaining and restoring my 1992 Range Rover.

COURSES

Jul 2019 — Jul 2019

Google Analytics, Google

Jul 2021 — Nov 2021

Google Project Management (In Progress), Google / Coursera

REFERENCES

References available upon request, and testimonials are available via LinkedIn.