

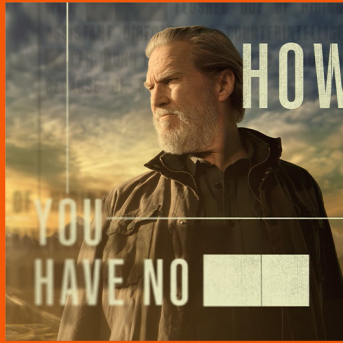


CHRISTOPHER VILLA

Creative Director | Social-First Campaigns
Entertainment & Brand | Bilingual English & Spanish



📞 310.806.8982 ✉ villac.works@gmail.com 🌐 www.villacworks.com



PROFESSIONAL SUMMARY

Creative Director with 13+ years leading social-first, culturally driven campaigns for entertainment and brand. Fluent in English and Spanish, with the cultural insight to ideate, write, and direct creative for bilingual US audiences — not just translate, but genuinely connect. Known for building and leading multidisciplinary teams of 10+, delivering 40+ campaigns end-to-end, and integrating AI tools including Adobe Firefly and generative AI into a creative process that moves fast without losing craft. Portfolio spans Starz, Peacock, Warner Bros. Discovery, Sony, Universal, and more.



CORE SKILLS & TOOLS

Creative Leadership

Social-First Creative Strategy • Campaign Concepting • Brand Identity • Art Direction
Cross-Platform Storytelling • Cultural Trend Awareness

Production & Design

Motion Graphics • Video Editing • Typography & Layout • Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign)

Leadership & Collaboration

Team Leadership (10+ direct reports) • Mentorship & Talent Development • Client Relationship Management • Project & Budget Management • Cross-Functional Collaboration

AI & Analytics

Adobe Firefly • Generative AI (Claude, ChatGPT) for Concepting & Copy • A/B Testing
Google Analytics • Platform Analytics (Meta, TikTok, Instagram)



EXPERIENCE

MJA Advertising – Digital Creative Director | Beverly Hills, CA | 03/25 – Present

- Directed social and digital campaigns for a diverse client portfolio spanning gaming & hospitality, legal, automotive services, and healthcare — including Morongo Casino Resort & Spa, Table Mountain Casino Resort, Jackson Rancheria, and Muckleshoot Casino Resort.
- Integrated A/B testing and platform analytics into real-time creative decision-making, iterating on campaign performance without sacrificing creative quality.
- Managed project timelines, creative briefs, and production schedules across simultaneous campaigns for 8+ active clients, ensuring on-budget, on-time delivery.



Bravo Design, Inc. – Creative Director, Digital Production | Burbank, CA | 09/24 – 02/25

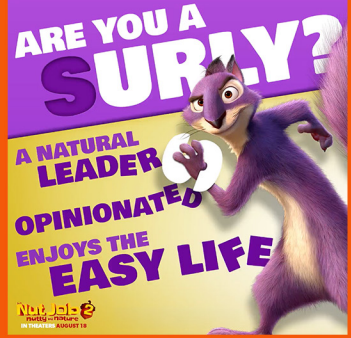
- Developed a comprehensive awards campaign for Warner Bros. Discovery, encompassing 100+ tailored emails and social media posts across multiple film titles.
- Oversaw project timelines and budgets, maintaining high creative standards and ensuring punctual execution across a lean, remote team.
- Strategically assigned project tasks to leverage individual strengths across the design team, fostering collaboration and accelerating delivery.



LEROY & ROSE – Creative Director | Digital & Social | Santa Monica, CA | 09/22 – 07/24

- Led end-to-end development of digital and social campaigns for Starz, A&E, and Hulu properties including Outlander, Hightown, and The Kardashians — resulting in a 25% increase in engagement.
- Collaborated with cross-functional teams of designers, developers, marketers, and strategists to create cohesive campaigns, improving efficiency by 30% through streamlined workflows.
- Implemented data-driven creative strategies that contributed to a 20% boost in conversion rates and consistently exceeded key performance indicators.
- Delivered 40+ campaigns 10% under budget while maintaining premium creative standards.

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LA – Lindeman & Associates – Senior Art Director | Los Angeles, CA | 03/22 – 09/22

- Designed and animated 50+ motion graphics and video campaigns for properties including The Old Man (FX), Under the Banner of Heaven (Hulu), and The Bad Guys (Universal) – boosting audience engagement by 35%.
- Led an influencer campaign for The Old Man that generated over 1 million organic views, alongside weekly Twitter talent activations that drove sustained audience growth.
- Researched and applied emerging platform trends and cultural insights, contributing to a 20% increase in campaign relevance and interaction.

Unfold Agency – Senior Art Director | Los Angeles, CA | 04/21 – 02/22

- Led and maintained creative standards for a team of 10+ designers and strategists across campaigns for Space Jam, The Curse of Von Dutch, and Leverage: Redemption.
- Delegated and managed project tasks across interdisciplinary teams, improving workflow efficiency by 30% and reducing turnaround time by 20%.
- Guided the ideation process for 10+ successful campaigns, resulting in a 40% improvement in audience engagement.

Digital Media Management – Senior Motion & Graphic Designer | LA, CA | 04/20 – 04/21

- Directed 15+ brand campaigns from concept to completion for Peacock, integrating art direction, narrative development, and motion design to enhance brand storytelling – increasing audience engagement by 35%.
- Ensured design consistency across visual elements, typography, and hierarchy, contributing to a 25% improvement in brand recognition.
- Delivered 100% of campaigns on schedule while maintaining a 95% client satisfaction rate.

NEOGANDA – Senior Art Director | Los Angeles, CA | 09/17 – 02/20

- Led and mentored a team of 10 creative professionals across campaigns for Jumanji (Sony), Blade Runner (Warner Bros.), and Rough Night (Sony) – driving a 40% increase in creative output.
- Managed end-to-end creative workflows from concept to execution, achieving a 30% boost in engagement and delivering campaigns 15% ahead of schedule.

Home Brew Agency – Senior Graphic Designer | Burbank, CA | 05/13 – 09/17

- Designed and executed 80+ marketing campaigns for film and television including Fury (Sony), Horrible Bosses 2 (Warner Bros.), Ouija (Universal), and Spider-Man: Far From Home (Marvel/Sony).
- Collaborated with cross-functional creative teams to develop and refine concepts, driving a 25% improvement in campaign effectiveness and brand consistency.

EDUCATION

Woodbury University – Bachelor of Architecture, Minor in Graphic Design | 2004 – 2009

International studios: Turkey (2011) • Costa Rica (2008) • Panama (2007) • Brazil (2006)

NOTABLE CLIENTS & PROPERTIES



REFERENCES

THESA MARTOS

Sr. Print & Digital Producer at LEROY & ROSE | thesa@leroyandrose.com | 818.437.7154

CARLOS ZALDIVAR

Vice President Strategy at WC+A | carlos@wcplusa.com | 310.743.3562

VIVIAN RITTER

Creative Director at AvatarLabs | vivian@avatarlabs.com | 818.383.3382