



AL PEREZ

San Francisco, CA 94112

EXPERTISE

Project Management | Detail oriented while coordinating projects with sales representatives, account managers, communication managers, creative staff, vendors and manufacturers to exceed clients' expectations.

Department Management | Proven experience in creative problem solving and improving operating efficiencies. Supervised creative staff, prioritized work loads, hired and managed production staff. Resourceful as a manager, good listener, communicator and motivator. Skilled rapport builder and negotiator in client, supplier and vendor relations. Optimistic attitude brings out the best in workplace team spirit, creativity and productivity.

Art Direction | A guru in seeing the big picture, directing all aspects of a marketing campaign including logo development, promotional materials, direct mail, advertising, web site design, TV spots and online marketing. Consistently delivers highly creative communication materials, corporate identity systems, marketing programs, and product rollouts on-time and on-budget.

EXPERIENCE

Project Manager

San Francisco-Shanghai Sister City Committee | 2010
Managed the production of all marketing and graphics materials for "San Francisco Week in Shanghai at the World Expo," including event branding, collateral materials, print ads and onsite signage. Led a team of 6 to design and produce a commemorative 30th Anniversary book and the delegate guidebook. Supported onsite staff during VIP reception, fashion show, Gala dinner and tour at the World Expo.

Special Events Manager

Filipino Heritage Games Series | 2008 – Present
Coordinated with various professional sports franchises to produce cultural celebrations at the SF Giants, Oakland Raiders, Oakland A's, Golden State Warriors, Sacramento Kings and San Jose Earthquakes. Booked talent, managed the marketing campaign, community grassroots promotion, supervised the VIP hospitality and managed production staff. 2010 event with the Giants was the most successful special event in the company's history with 10,000 tickets sold.

Independent Contractor

George P Johnson Company | 2009 – Present
Successfully worked as pre-event and onsite staff for:
Salesforce Dreamforce: San Francisco (2010 - Present)
Cisco Global Sales Experience: Las Vegas (2014 - Present)
Schwab IMPACT: Denver, Boston, Washington DC (2014 - Present)
Gartner Symposium IT XPO: Orlando (2014 - 2015)
Oracle OpenWorld: San Francisco (2009 - Present)
Cisco Live!: San Diego, Las Vegas, Orlando (2015 - Present)
Workday Rising: Chicago, Orlando (2016 - Present)

Executive Director

Pistahan Filipino Parade and Festival | 08/01 – Present
Produced the largest celebration of Filipino art and culture in the country, held at the Yerba Buena Gardens with 80,000 attendees. Negotiated corporate sponsorships, recruited festival exhibitors, managed the marketing campaign, supervised the live entertainment production on two stages, coordinated the parade, led an all-volunteer staff of 200 passionate and motivated people.

Independent Contractor

Creative i Studio | 02/02 – Present
Led award-winning studio staff in producing various advertising, event marketing and corporate identity programs for Fortune 500 and start-up companies. Directed design projects to effectively articulate client's message and brand identity. Managed, designed and produced design programs for tradeshow, incentive travel and corporate events.

Creative Director

AsianWeek | 10/07 – 12/08
Managed creative and editorial projects from concept to completion, translating marketing objectives into creative strategies. Supervised the newsroom staff in the weekly production of *AsianWeek*, both in print and online, as well as inception of double issues, new columns, special features and blogs. Directed the redesign of *AsianWeek.com*. Ensured high quality of work created for advertising projects, marketing collateral and sales presentations.

Director, Creative Services

The Meeting Architects | 11/00 – 02/02
Overhauled day-to-day operations by implementing a streamlined work-flow and centralized work-in-progress database system that resulted in 30% increased efficiency. Managed a team of five graphic designers and mentored them to self-manage production timelines, project budgets and client expectations. Improved the quality of creative work, which culminated into a marketing campaign winning a First Place SITE Crystal Award.

Art Director

Bank of America | 10/99 – 10/00
Key team member during the bank's transition to its new brand identity, providing art direction for advertising, print collateral, merchandising campaigns, web pages and other marketing initiatives. Made strategic and creative decisions in collaboration with business partners and "brand police" on the bank's Winter Olympic Adventure – a mobile marketing experience complete with a museum, theater, informational exhibits and interactive activities that traveled to 20 states and a final stop to Utah as the Bank's promotional presence at the Salt Lake Winter Olympics.

AWARDS

2012 Presidential Award for Filipino Individuals Overseas, by Philippine President Benigno Aquino III

2010 Presidential Citation, by Philippine President Gloria Macapagal Arroyo

Certificate of Recognition, by State Senator Jackie Speier

Certificate of Honor, by San Francisco Mayor Gavin Newsom

MEMBERSHIP

San Francisco Entertainment Commission, *Commissioner*
San Francisco-Manila Sister City Committee
» 2014 Business, Cultural and Rebuilding Mission with Mayor Lee
» 2006 Cultural and Trade Mission to Manila with Mayor Newsom
» 2005 Presidential Award Mission to Manila with Mayor Brown
San Francisco-Shanghai Sister City Committee
» 2010 San Francisco Week in Shanghai at the World Expo
Asian American Heritage Street Celebration, *Steering Committee*
Filipina Women's Network, *Board Member*