



# JUAN CARLOS TAFUR MEJIA

CREATIVE DIRECTOR & MULTIMEDIA SPECIALIST

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Newberry, FL 32669

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## SUMMARY

Creative Director and Multimedia Specialist with over 15 years of experience leading cross-functional teams to conceptualize and execute innovative multimedia campaigns. Possess a strong foundation in content creation, strategic marketing, video production, and graphic design, with proven expertise in enhancing brand visibility and driving audience engagement through cutting-edge multimedia solutions. Adept at utilizing video content, graphic design and marketing strategies to automate sales processes, improve search rankings, and build long-term client relationships. Known for strong leadership, creative problem-solving, and innovative multimedia solutions.

## LINKS

LinkedIn:

<https://www.linkedin.com/in/juancarlos-tafurmejia/>

Professional Portfolio:

<https://juancarlostafurcreative.com/>

## PROFESSIONAL SKILLS

- Engagement and Team Leadership
- Project Management
- Coordination and Direction
- Creative Strategy
- Multimedia Design
- Video Production and Content Creation
- Audio Production & Post-Production
- Studio & Equipment Handling
- Brand Awareness Enhancement
- Digital Media Strategy Development
- Search Engine Optimization (SEO)
- Social Media Engagement Strategies
- Email Marketing
- Proficient in Adobe Creative Suite
- Proficient in Microsoft Office Suite

## WORK EXPERIENCE

### INNOVA LEAF CS

Gainesville, FL  
May 2017 - Present

#### Creative Director & Multimedia Specialist

- Directed and managed multiple multimedia projects, ensuring timely delivery and adherence to brand standards.
- Developed and executed strategic multimedia content to elevate brand awareness and drive product marketing for corporate clients, achieving a 30% increase in client inquiries and a 40% improvement in brand visibility.
- Coordinated cross-functional teams to deliver tailored multimedia solutions, ensuring alignment with client objectives and driving business growth.
- Implement innovative video strategies across platforms like YouTube, social media, and client websites to boost engagement and conversions.

### UNIVERSITY OF FLORIDA | IFAS

Gainesville, FL  
Aug 2016 - May 2017

#### Art Creative Director

- Directed and managed video productions for IFAS faculty, enhancing content delivery and engagement.
- Created visually compelling marketing materials that increased campaign effectiveness by 20%.
- Developed and implemented design strategies that achieved a 35% engagement rate among faculty members and associates.

### SOUTHEASTERN GROCERS | WINN DIXIE & HARVEYS

Jacksonville, FL  
Mar 2015 - Aug 2016

#### Specialist, Learning Design Innovator

- Coordinated video shoots by planning and coaching business partners through each process.
- Established an in-house studio for professional voice-over recordings, serving over 75,000 employees and saving the company over \$500,000 in outsourcing costs.
- Produced e-learning graphics, 3D models, animations, and videos, boosting productivity and accelerating training module creation.

## EDUCATION

### DWI | University of Florida

Gainesville, FL  
2012 - 2014

#### MA, Digital Arts & Sciences

- Focused on video production, audio, digital design, and motion graphics.

### University of Florida

Gainesville, FL  
2005 - 2008

#### Computer Sciences and Digital Arts and Sciences

- Focused on engineering, critical thinking, and strategic problem-solving.
- Engaged in coursework in digital design, marketing, video production, and teamwork.

## LANGUAGES

- English and Spanish - Fluent

## REFERENCES

- References available upon request.