

Alain Gerard Coballes

San Antonio, TX USA (210) 753-5179

chiefcreativeofficer@gmail.com

linkedin.com/in/ChiefCreativeOfficer

C-level Design Futurist, Rethinker, and Creative Leader championing the humanization of design. Obtained 20+ years of diversified agency experience in creative direction, executive leadership, and global operations management in the digital marketing and advertising fields. Grown start-ups into multi-million dollar brands. Built and inspired high-performance cross-functional teams. Influenced and authored creative campaign strategies for Fortune clients and high-wealth clientele in about every industry and some of the world's most highly valued prime TLDs — translating to US \$3B+ in cumulative revenue.

SKILLS

Campaign Ideation / Creative Direction / Brand Development and Strategy / Storytelling / Design Thinking / Digital Marketing / Executive Leadership / Board Advisory / Global Operations

WORK EXPERIENCE

Executive Mentor - Design

Mentorforce

FEB 2022 - PRESENT

- Accelerated client business growth through executive advisory and coaching by humanizing the design of products and services to attain 100% simplicity and sustainability.
- Vetted among the first 25 mentors alongside C-suite and senior VP executives from Google, IBM, Microsoft, Intel, Dell, Verizon, SAP, Intuit, Lenovo, Oracle, Siemens, 3M, UPS, Exxon, John Deere, United Healthcare, Optum.

Chief Design Officer

Principal Consultant

JUN 2013 - PRESENT

- Orchestrated globally 20+ remote teams and agency vendors on branding, web, mobile app, and wearable computing projects involving UX and UI.
- Amplified growth for clients through digital marketing ranging from 50% to 2,000%.

Chief Creative Officer (CCO)

Interdependence Public Relations

FEB 2017 - MAR 2020

- Rebranded the PR start-up and contributed to the growth into a US \$10M agency comprising more than 70 leaders and former executives from top media outlets and publications.
- Cultivated effective campaign marketing and advertising pitch decks winning approvals from 50+ clients that list Tencent, PUBG, McDonald's, Groupon, Keller Williams, VMware.

Chief Creative Officer and Global Director of UX / UI

DigitalMarketing

JUL 2014 - MAR 2020

- Mobilized globally distributed teams and remote vendors to build creative digital campaign components to maximize client expansion averaging 300%.
- Consolidated 60+ proposals involving Organic SEO, PPC, affiliate and email marketing, paid search, web development, for clients like Disney, HP, Sony, CNN, Oracle, IBM, Panasonic.

Chief Creative Officer (CCO)

SocialMediaMarketing

OCT 2009 - MAR 2020

- Architected the 1st original branding visuals of the domain during the acquisition in 2009.
- Promoted as the deputy Director of Social Media in 2010 to kickstart the production of the social media campaigns of initial US and Canadian clients alongside Activision, LG, Levi's, Ferrari, Musician's Institute.

Chief Creative Officer (CCO)

Reputation Management Consultants

OCT 2008 - MAR 2020

- Constituted 50+ successful proposals detailing time-tested RM campaign roadmap strategies for High Net Worth Individuals (HNWIs), Fortune execs, business tycoons, presidential candidates, and influential personas.
- Enforced the gain of positive listings in the SERPs within a 6-12 month average timeframe per account empowering RMC as the consistent YoY majority revenue source among the subsidiaries.

Chief Creative Officer and Global Director of Web

SEOP

OCT 2008 - JUN 2014

- Assembled cross-functional teams of 150+ FTEs in the Asian headquarters and served as the Corporate Secretary and Board of Director establishing foothold of HQ in the APAC region.
- Spearheaded the shaping of 350+ digital marketing campaigns for notable clients like Coca-Cola, Microsoft, Boeing, Intel, Mercedes-Benz, Paypal, Bank of America, FOX, GlaxoSmithKline, AT&T, CBS, Warner Bros., MGM, Marvel, and top-tier prime TLDs.
- Facilitated the UX and UI direction of 3 proprietary web tool platforms: SEOP Tools, HRIS, and Evaluating.
- Achieved boost in company earnings to over 500% versus previous years across umbrella service brands.

Head Designer - UX / UI

Pacific Business Group

JUN 2007 - SEP 2008

- Reimagined the user experience and interfaces of 10 in-house brand websites.
- Explicated the UX framework and UI of the custom proprietary task intranet platform, elevating investor engagement and subscription retention rate to 95%.

Lead Designer - UX / UI

European Chamber of Commerce

JUL 2002 - MAY 2007

- Envisioned 100+ websites for Fortune clients, marketing collaterals for EMEA and Asian trade fairs, event posters, brochures, magazine ads, and weekly in-house newsletters.
- Generated assets for 20+ global brands such as Lufthansa, Air France, KLM, Johnson & Johnson, DHL, Janssen, Deutsche Bank, TÜV Rheinland, Yves Saint Laurent, Boss, Marriott, Asian Development Bank, Fiat, USAID, Hyundai, and dozens of B2B and B2C clients.

Art Director

Neo Cyber Enviro

OCT 2001 - JUN 2002

- Conceptualized over 100 PC game characters for South Korean multimedia and gaming agencies.
- Animated 2D characters and modeled 3D environments using Maya®, 3ds Max®, and Softimage for special projects outsourced by Bandai Namco, Blizzard, and Arirang.

Lead Designer

Philfinder Iconex

JAN 2000 - SEP 2001

- Evolved the brand identity, designed the company site, and delivered technical and network support to over 200 ISP subscribers.

EDUCATION

Mapua Institute of Technology

Bachelor of Science

Electronics & Communications Engineering

CONNECT

LINKEDIN

[linkedin.com/in/ChiefCreativeOfficer](https://www.linkedin.com/in/ChiefCreativeOfficer)

ANGEL.CO

angel.co/ChiefCreativeOfficer

BEHANCE

[behance.net/ChiefCreativeOfficer](https://www.behance.net/ChiefCreativeOfficer)

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