

YIRAYAH GARCIA

Creative Culturalist & Brand Architect

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CREATIVE JOURNEY

EXECUTIVE CREATIVE DIRECTOR | UniWorld Group (2019-2024)

Head of creative innovation, leading a talented group of 15+ creatives across multiple locations.

- Spearheaded multicultural creative for powerhouse brands including Rocket Mortgage, P&G, Coca-Cola, and The Home Depot
- Orchestrated omnichannel campaigns that bridged cultural gaps while delivering measurable business impact
- Pioneered innovative approaches to social/digital and experiential marketing
- Cultivated an inclusive creative environment that amplifies diverse voices and perspectives

CREATIVE DIRECTOR/COPY | J. Walter Thompson/UWG (2017-2019)

Revolutionized USMC's multicultural outreach through groundbreaking campaigns.

- Crafted award-winning campaigns that transformed military recruitment narratives
- Led creative initiatives bridging cultural gaps between USMC and diverse communities
- Directed comprehensive social/digital and experiential marketing programs
- Earned industry recognition for innovative approach to military marketing

ASSOCIATE CREATIVE DIRECTOR/COPY | UniWorld Group (2010-2015)

Architectural mind behind winning The Home Depot as agency AOR.

- Led creative vision for The Home Depot and USMC accounts
- Developed integrated campaigns spanning digital, social, and experiential channels
- Built and motivated high-performing creative teams
- Pioneered culturally authentic storytelling approaches

SENIOR COPYWRITER | Matlock Advertising (2000-2008)

Crafted compelling narratives for premium brands.

- Created 360° campaigns for Publix Supermarkets, BMW, and AT&T
- Earned ADDY Award for groundbreaking Black History Month campaign
- Developed distinctive brand voices across diverse industry verticals

SKILLS

Cultural Insight Architecture
Creative Team Leadership
Integrated Campaign Strategy
Brand Voice Development
Omnichannel Marketing
Social Media
Experiential Marketing Design
Adobe Creative Suite
Shopper Marketing Innovation
Audio Production/Editing
Film Scoring

EDUCATION

Bachelor of Arts in Communications
Tennessee State University

AWARDS

- ❖ ANA Award - The Home Depot "Retool Your School" Campaign
- ❖ ADDY Award - USMC Social Media Campaign
- ❖ ADDY Award - Publix Supermarkets Black History Month Campaign
- ❖ TELLY Award – Rocket Mortgage "Rocket Can" campaign