



James “Jimmy” Cabral

Creative Director | cabral.james@ymail.com | 415.810.1833
jamescabralsf.com

Over eighteen years creative leadership experience — client and agency sides — building teams to deliver world class, results driven, strategic work. Especially skilled at establishing rapport amongst diverse teams and working cross-organizationally to deliver results in highly demanding and fast paced environments.

Salesforce

Senior Creative Director, Brand for Global Real Estate | August 2017 — Present

- Lead, ideate, mentor, innovate, produce and collaborate across all media including immersive activations, interactivity, large scale and experiential branding.
- Drive content strategy for massive video screens located globally in key locations including Salesforce Tower and Campus, NY and more, to ignite passion for the brand.
- Managed additional ad hoc \$1.25M+ in creative budget outside of corporate spend.
- Fundamental contributor to the creation and evolution of the Salesforce brand.
- Drive brand influence to all global properties with concentration on Salesforce HQ, Salesforce Tower, NYC, Indianapolis, Chicago, EMEA (London, Paris, Dublin) and Tokyo.
- Recruit key talent and partners in all creative areas.
- Navigate complicated approval process amongst multiple stakeholders.
- Manage and develop a team of Associate Creative Directors, Art Directors, and Designers.
- Unify complex team of internal and outside agencies plus partners to accomplish shared vision on time and on budget.

Campaign Monitor

Executive Creative Director | 2016 — August 2017

- Key driver in the creation and evolution of the Campaign Monitor brand.
- Nearly doubled monthly revenue (\$5M-\$9.5M) through aggressive growth and acquisition strategy.
- Built, managed and led a team of designers, developers, writers Art Directors and Associate Creative Directors in San Francisco and Sydney.
- Led all creative partnerships with key outside agencies. (Creative, Advertising, Production, Brand Audit, Films,)
- Continuously tested, led design direction and evolved the Campaign Monitor website and Demand gen assets.

Salesforce

Creative Director, Brand & Global Events | December 2011—2016

- Lead integrated team of internal and external resources (creative and production agencies) for Dreamforce— Salesforce’s brand defining marketing vehicle.
- Lead, ideate, mentor, innovate, produce and collaborate across all media; print, TV, social and web to whatever is next.
- Key contributor on the creation and evolution of the Salesforce brand.
- Recruited key talent in all creative areas.
- Navigated complicated approval process amongst Executive Team.
- Managed and developed large internal and contract Creative team.
- Required extensive “larger” team interaction (Senior Executives, Product Owners, Project Leads, Developers and Producers) in addition to outside agency and partner management.



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Hoffman Lewis Advertising

Vice President / Partner / Creative Director | April 2002—January 2012

- Lead role in all aspects of the creative process—strategic direction, concept and presentation to final production.
Clients included Toyota, McDonald's, AT&T Broadband, Bank of the West, Bevmo! and VSP.
- Developed 15+ person creative department and design studio.
- Played a key role in pitching all new business.
Successfully won AT&T Broadband, BevMo!, Horizon Organic, Earthbound Farms Organic, Henry's Farmers Market, Wild Oats Markets, and Raley's.
- This position requires heavy Senior Executive, Client and Senior Account Team interaction.

Lowé Lintas & Partners

Associate Creative Director | March 1999—June 2001

- Participated in all aspects of the creative process from strategic concept direction to final production.
- Responsible for all product advertising (B to B) for Sun Microsystems including servers, storage and software.
- Managed other creative teams and production designers.
- Lead on creative work to win new business such as InterNap and Virgin Wireless.

Instructor | Academy of Art University 1998-2000

Publicis Technology Group

Creative Director | June 1998 — March 1999

- Responsible for all aspects of the creative product for all clients, both traditional and interactive.
- Managed a twelve+ person staff of Art Directors, Writers, Designers and Interactive Developers and Producers.
- Successfully pitched and won a number of new clients: Yipes! Broadband, Itools, Match.com, and PictureTel.
- Launched Yipes! Broadband and re-launched Imation with new identity and position.
- Created new integrated campaigns for Yipes! Broadband, Imation and Cadence Design Software.

Jimmy Inc.

Owner | October 1996 — June 1998

- Successfully pitched and won project business from Wells Fargo Bank, Baan Engineering, Commerce One, CRYO Video games, Clarity Software, SFUSD, RepCal Reptile Food, Match.com, etc.

Young & Rubicam Advertising

Art Director | April 1991 — October 1996

Education

San Jose State University 1986 — 1989 / Advertising / English

Diablo Valley College 1984 — 1986 / General Education

Artists in Print Portfolio Program — 2002