

# Christian Garcia Scheer

Head of Design | Head of Brand | In-House Agency Director | Group Creative Director

## Strategic creative thinker, proven executive leader, & designer extraordinaire.

**Web:** <https://cgs-media.com>

**Email:** [info@cgs-media.com](mailto:info@cgs-media.com)

**Languages:** English, Spanish, Italian

**LinkedIn:** [www.linkedin.com/in/cgscheer](http://www.linkedin.com/in/cgscheer)

**Phone:** 727.459.6086

### Professional Profile

---

15+ years building teams and enterprise-level brand experiences that are unique and memorable. Christian spearheads projects from concept through execution, and deployment. His research process informs visual decisions and deliver ROIs.

Lastly, Christian problem solves every-day creative challenges through pixel-perfect design, critical thinking, vision of scale, and hands-on design execution when needed.

### Work Experience

---

#### **SVP, HEAD OF BRAND & IN-HOUSE CREATIVE AGENCY**

**BHG FINANCIAL – (Bankers Healthcare Group) - (Remote) New York, NY (2021 – Current)**

- Built a cohesive top-level brand team, for a full rebrand effort starting with copy, motion, product, design, social and email.
- Managed **21** direct reports, weekly production standups, trained dev. team on usage of design/web component systems.
- Reported directly to the CMO, leading all PR efforts directly managing Edelman's relationship and direction for relaunch.
- Built a complete copywriting team to undertake all internal and external communications across the company globally.
- Led all creative efforts and increased productivity by 21% in 5 months by implementing agile processes and trainings.
- Developed all digital marketing efforts starting with display, social, and email, leveraging existing data and analytics.
- Creative a complete design and web development system's toolkit for the Masterbrand for our relaunch in record time.
- Prepared the company for the pre-IPO release from the PR, social, brand, creative and communications. (all in less than 4 months).

#### **VP, HEAD OF AGENCY & DIRECTOR OF IN-HOUSE CREATIVE AGENCY**

**GOLDMAN SACHS - Marcus by Goldman Sachs - (In-Office/Remote) Chicago, IL (2018 - 2021)**

- Led the in-house creative agency supporting all company-wide marketing needs for creative.
- Managed **12** direct reports, and all weekly production standups, trainings of all-new members of the team.
- Increased 251% of the agency's productivity in the first year and 313% the second year, by implementing strategic efficiencies & streamlined all creative development efforts and processes.
- Built promotional campaign that brought our revenue in Q1 up by 22MM in a 2-month span.
- Increased brand-wide conversion efforts by 47% by re-designing the onboarding flow for loans.
- Developed multiple integrated promo campaigns that surpassed projected goals by \$259MM. in Q1 & Q2.
- Designed multiple integrated campaigns that surpassed projected goals by \$259MM. on a 4-week window.
- Shaped and led all company-wide email design, development, and communication efforts.
- Directed all confidential partnership creative efforts within the firm with other outside companies.
- Build a multicultural panel focused on driving development of inclusivity initiatives, best practices, and services to offer out.

## DIRECTOR OF BRAND & WEB DEVELOPMENT

MASSACHUSETTS GENERAL HOSPITAL (MGH) (2015 - 2018)

- Developed the world's first fully automated online recruitment platform in the U.S. of patients for research studies.
- Created all marketing integrated campaigns and developed each social media channel for the brand.
- Managed all strategic efforts of communication and patient confidential data management (PII Compliance protocols).

## SENIOR CREATIVE DIRECTOR

WALT DISNEY COMPANY (2011 - 2014)

- Entertainment drafting and Technical drawing plans for Disney Parks (USA, France, & Russia).
- Integrated marketing campaigns across multiple channels of communication, including video production.
- Supported the Floral and Gifts dept. with concept creation, development, and production of products for resort guests.
- Direction of photo shoots, talent management, and development of imagery (photo manipulation/editing).
- Supported for the Creative Media dept. with creative assets and idea development for various clients.
- Supported for the Decorating dept. with the creation and design of props for Disney Parks and private events.

## HEAD OF BRAND & IN-HOUSE AGENCY

ARAMARK - Higher Education (2006 - 2011)

- Developed all marketing integrated annual campaigns for over 12 new accounts in the country across all digital channels.
- Managed **16** direct reports, and all weekly production standups, trainings of all new members of the team.
- Increased Search Engine Optimization (SEO) by 89% in a 1-year plan.
- Implementation of the multicultural marketing strategy to promote sales and drive inclusion and brand awareness.
- In-charge of recurring sales presentations to 500+ customers in English and Spanish, increasing overall sales.
- Achieved a 35% increase in client retention by creating brand awareness utilizing social media strategies.

## Profile

- In-depth experience with start-ups & enterprise-level products.
- In-Depth experience with FinTech, Pharma, EduTech, and AdTech.
- CX and Visual Design (Brand) expert.
- Research, Production, and deployment.
- Hands-on Designer and front-end developer (execution).

## Skills

- Creative Direction & Visual Design
- User Research/Product Research
- UX/UI Development
- Brand Development
- Building and fostering teams
- Wireframing & Prototyping
- Agile Methodologies
- Digital Design Systems

## Education

### Google University (Coursera)

Google UX Design Professional Certificate  
Remote (2021 - 2022)

### Full Sail University

Master's degree of Arts in Media Design  
(Brand Development)  
Orlando, FL. (2010 - 2011)

### University of Central Florida (UCF)

Bachelor's degree in Digital Media  
(Internet Interaction, Film, and Video Production)  
Orlando, FL. (2006 - 2009)

### St. Petersburg College (SPC)

Associate's degree in Arts  
(Graphic Design and Web Design)  
Clearwater, FL. (2003 - 2006)

## Volunteering

### ADPList

Creative and Leadership Mentorship

### American Cancer Society

Organized support walks, prepared and distributed info-packets to all patients.

### Common Bond

Supported the 9/11 organization by creating all video/creative collateral for fundraisers.

### Habitat for Humanity

Organized donations and inventory control of assets and merchandise.

### Science & Development Mentorship

Ongoing mentorship training to support the Timilty High School's youth program for underprivileged kids in science & personal/professional development.