

JESSICA G. CUEVAS MOLINA

Creative Director & Film Director

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Creative Director with 19+ years leading global campaigns for brands like Dove, McDonald’s, Toyota, Kia, Kellogg’s & other global brands. Recognized with Cannes, Webby & OneShow, Cuevas fuses social-first strategy and cultural insights with film direction, AI editing, and impactful multicultural storytelling. A bilingual leader with a bold, creative vision & deep production expertise, she pioneered women empowerment activations & next-gen content creation.

📁 EXPERIENCE:

Creative Director & Founder – Santa Productions | San Antonio, TX | 2023 – Present

- Blend AI & film to create scroll-stopping content for brands across the U.S. and LATAM.
- Led DailyPay’s **AI-powered** U.S. Hispanic - Eng/Spa content system—**prompted**, translated, and formatted across email, app, and Help Center with brand-perfect accuracy.
- Implemented a comprehensive **training framework for DailyPay’s AI systems**, embedding brand guidelines & linguistic nuances to ensure automated content generation aligns seamlessly with the company’s voice and standards.
- Use tools like **D-ID & Runway** to bring photos to life, edit with AI, and scale ideas fast across social, branded, and influencer content.

Global Creative Director – Media.Monks | Los Angeles, CA | 2023 – 2024

- Led and directed the **global creative storytelling** for **Dove’s #MyHairAMiModo**, a cultural empowerment campaign spotlighting Latina identity. Premiered at the **Latin Grammys**, featuring **Soda Stereo** and the music video-anthem & full visual reinvention. Earned **2 Multicultural Excellence Awards**.
- Directed a multi-platform brand strategy for **Amazon, GM, and ALDI** with socially driven brand storytelling.
- Oversaw the launch of **MERCADO**, a California-based Northgate Market brand, including full content strategy, visual direction, and integrated social content production targeting bicultural audiences.
- Strategically partnered with **AI** and dev teams to win global creative business, while also producing & editing content for top agency partners and their brand portfolios.

Executive Creative Director – Captura Group | Remote | 2021 – 2023

- Concepted, wrote & directed **“HOLA”** Geisinger Health’s **first multicultural campaign**, introducing the brand to U.S. Latinos via bilingual TV, social media assets & branded storytelling. Led production end-to-end.
- Created, produced & directed the influencer and multiplatform **Kellogg’s Día de Muertos** campaign, winning the **Mosaic Award** for Best **Multicultural Social Campaign**. Blended TikTok/IG Reels, food content, tutorials & experiential with massive cultural traction.
- Directed **Pop-Tarts’ “HANDS”** a fashion-forward social media campaign, spotlighting/celebrating the diversity of Latina mothers.
- Concepted Pringles’ **Super Bowl 2022 campaign** with **GREY New York**, integrating real-time social trends and creator partnerships.
- Established the **company’s first dedicated content lab for social media/video production**, leveraging over a decade of trusted vendor relationships to support the agency’s creative output.

Creative Director – Inspire / Moroch Partners | Dallas, TX | 2019 – 2020

- Lead Creative Director for **McDonald’s** Texas & U.S. Hispanic markets. Creator of the award-winning radio campaign **“100 Reasons Why to Get McDonald’s.”** Produced/Directed branded video contest assets filmed at the **McDonald’s Production Studio at City of Industry, CA**.
- Produced the year-long 2020 social media campaign for Kia Soul, recognized with **“Best Social Media Campaign”**.
- Film Director & Producer for the agency’s in-house content lab, delivering **monthly social assets** for Kia Latino’s Instagram, Twitter, and Facebook. Directed video content featuring the full Kia lineup.

Social Media Creative Director – Saatchi & Saatchi-Conill | Los Angeles, CA | 2015 – 2017

- Led the **Toyota Rio 2016 Olympics social media campaign**, uniting Latinos across the Americas. Directed celebrity content & influencer campaigns across **7 countries, producing over 500 assets**, including 360° video, GIFs, loops, long/short form content & live social.
- Concepted/Directed **Toyota’s RAV4 first Snapchat multi-device experience**, featuring **Natalia Lafourcade** at the Latin Grammys. The campaign won a **Webby Award** for digital innovation.
- Lead Creative on the women empowerment campaign **#EllasMandan** for T-Mobile’s social media channels, one of the first initiatives to introduce a shareable, **tag-based digital award** that powerful women could pass to one another, creating a viral chain of recognition.
- Wrote & directed **“6 Vehicles, 2 Friends,” a social media video campaign for Toyota**. The production included 6 long-form, 12+ short-form, GIFs, loops, stills, and over 100 summer assets deployed across platforms. Oversaw the entire creative execution.
- Lead content creator for **T-Mobile’s major social media** activations, including Coachella, Premios Juventud, Premio Lo Nuestro, and the Latin GRAMMYS. Wrote & directed content featuring top influencers & celebrities, developing original web series, high-impact brand moments, like the holiday video **Instagram** campaign **“BAD GIFTS”** starring viral sensation **@LeJuanJames** for T-Mobile.

Associate Creative Director – VMLY&R (Colgate-Palmolive) | New York & LATAM | 2013 – 2015

- Led digital strategy & campaign development for **Colgate - Palmolive brands** across Latin America.
- Created the **Colgate “Selfie” campaign**, a 360° integration that launched a 3-spot TV campaign.
- Concepted & designed the **UX** for Men Speed Stick’s **“Keep It Cool” Facebook App**, one of the first to use Facebook’s badge-sharing feature. Turned grooming into a social game, driving viral engagement through shareable rewards.
- Lead Creative and Content Creator for VML’s official YouTube documentary coverage of **SXSW 2014**.

Senior Copywriter & Content Creator – Conill / Saatchi & Saatchi | Los Angeles, CA | 2008 – 2013

- Concepted **PlayStation’s “Todos Somos Jugadores”**, an interactive **Facebook app** and social campaign tailored to LATAM gamers.
- Concepted **Toyota’s “Project Pollution”**, a branded content film awarded by **The One Show** for its compelling environmental message.
- Won a **Cannes Lion** for a cinematic TV spot created for the Argentinian Film Festival 2011.
- Developed the **UX map & bilingual interface** for **Toyota’s first-ever mobile app, Camry Commute**. One of the earliest branded apps in the Apple Store, it gave users a playful, purpose-driven reason to hit the road.

Copywriter – Bromley (Publicis Groupe) | San Antonio, TX | 2006 – 2008

- Wrote & launched **Procter & Gamble’s first-ever YouTube web series**, starring comedian Anjelah Johnson in a series of branded comedy shorts. The campaign predated the influencer economy, & became an early case study in branded digital storytelling—earning recognition as **“Best Social Media Campaign” at the AHAA Awards in 2008**.
- Lead copywriter for all **Procter & Gamble** brands, including **Always, Always Teen, Bounty, Charmin & Vicks**—writing high-volume radio, TV and print. Also crafted campaigns for Coors Light, Burger King and Payless.

AWARDS

- 🏆 Argentinian Film Festival TV Campaign – Cannes Lion (2010)
- 🏆 Dove #MyHairAMiModo – Multicultural Excellence Awards (2024)
- 🏆 Kellogg’s *Día de los Muertos* Campaign – Mosaic Award (2022)

- 🏆 Kia *Soul* Social Media Campaign – ADDY Award (2019)
- 🏆 Latin Grammys Snapchat Multi-Device Experience for Toyota Motors – Webby Award (2016)
- 🏆 Toyota's "*Project Pollution*" Campaign – The One Show (2014)
- 🏆 Argentinian Film Festival Campaign - FIAP Award (2013)
- 🏆 Toyota's "*Camry Commute*" Mobile App – Festival del Caribe (2012)
- 🏆 HEB México Launch Campaign – EFFIE México (2008)
- 🏆 Always Teens YouTube Series (P&G) – AHAA Award (2008)

SCHOOLS

- 🎓 **Digital Filmmaking** – New York Film Academy (**NYFA**)
- 🎓 **B.A. in Communications (Advertising & PR)** – University of Texas at San Antonio (**UTSA**)