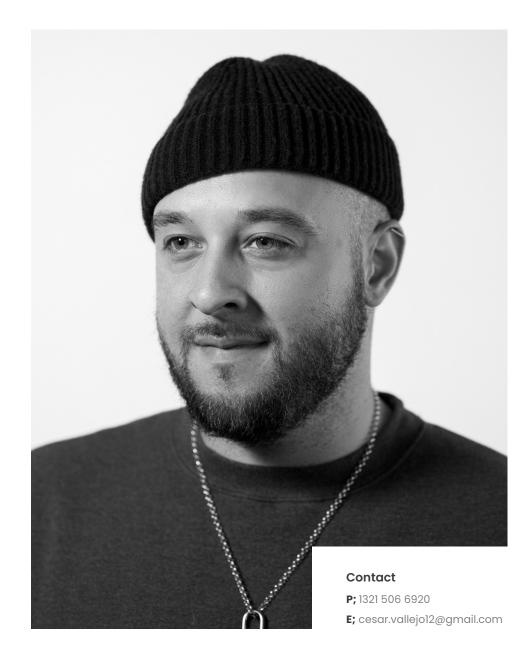
2025 -26 Miami Beach, Florida

CREATIVE DIRECTOR, COPYWRITER, INSTRUCTOR

Cesar A. Vallejo

the good kind of trouble for brands

I help brands swap safety for courage, blending strategy with rebellion to create ideas that behave enough to be taken seriously, and misbehave enough to be remembered



Resume.

Cesar A. Vallejo

CREATIVE DIRECTOR, COPYWRITER, INSTRUCTOR

With over a decade of experience...

Guiding multidisciplinary teams in developing advertising that surprises, provokes & sticks. My work spans every major ad medium—traditional & nontraditional alike—across experiential, retail, digital & broadcast, earning top industry accolades & features in leading publications.

Experience.

2025 - Present

University of Miami *Miami, Florida*

Adjunct Instructor

I teach Introduction to Art Direction and Creative Problem Solving for the Creative Advertising major in the School of Communication, helping students develop industryready portfolios that position them for career success.

2023 - Present

Momentum WW **Remote, NA**

Vice President, Creative Director

Oversee teams, projects & major accounts across North American offices, including Atlanta, NYC, St. Louis, Toronto, & Chicago. Key accounts include Coca-Cola, Sprite, & Purina, as well as new business pitches & initiatives.

2021 - 2023

Momentum WW New York, NY

Creative Director

Led Walmart to becoming the fastest-growing account in the agency's history, all while leading various projects for Verizon, Mastercard, Cadillac, Converse, Holiday Inn & many more. Also won, retained & grew the Purina account.

2020 - 2021

Momentum WW New York, NY

Associate Creative Director

Led Verizon's first MLS/ NWSL sponsorships through digital, social, VR & OOH campaigns. Delivered activations, stunts, content, conferences & more for American Express, Coca-Cola, Powerade, GM, Walmart, & new business.

2013 - 2017

Momentum WW Commonground T3 the Think Tank Fry Hammond Barr Appleton Creative ORL > ATX > NYC

From Intern to Senior Copywriter (in 4 years)

While still attending university, I secured two internships that became junior roles at top local agencies, working both simultaneously. After winning student Addy Awards, I earned a 4A's MAIP internship at a digital agency in Austin. I then joined a multicultural shop in NYC before joining Momentum WW, where I quickly advanced up the ranks.

Education.

2011 - 2013

University of Central Florida **Orlando, FL**

2009 - 2011

Eastern Florida State College **Palm Bay, FL**

Bachelors of Arts in Advertising/Public Relations

Limited access program capped at 50X students. Minor in Sociology. Treasurer of the (CEO) Collegiate Entrepreneur Organization. Active member of UCF Advertising Club.

Associates of Arts, General Studies

Community college is where real world grit & academic commitment meet—where true character is built—so, I always proudly feature it as part of my career journey.

Awards.

Purina Club

Clios - 2X Gold
Clios - Silver
Clios - 4X Bronze
One Show - Shortlist
Campaign Exp. Awards

Category WinnerCampaign Exp. AwardsShortlist

Reggie Awards - Silver Ex Awards -Silver

Hashtag Sports
- 2X Shortlists

Creativepool Awards

- Bronze + Shortlist
MLS Corporate Sponsor
Activation of the Year

LottoMax Thirft Drop

ADC Annuals - Merit Strategy Online Awards

- Silver

Sprite Zero Zero Limits

Clios - Gold
Clios - Silver
Clios - Bronze
Adweek Experiential
Awards - Winner
ANA Multicultural
Awards - Grand Prize
Epica Awards

Converse Sessions

- Bronze

Clios - Bronze
Ex Awards - Silver
AICP Next Awards
- 2X Shortlists

Walmart Lots of Joy

One Show - Merit

GM Exhibit Zero

One Show - 5X Merits Webby's Awards

- Honoree

Ex Awards - Gold Experience Design & Technology Awards

- Bronze

Mastercard Magnifico Toronto

One Show - 2X Shortlists

Intl Delight Free the Spice

Ex Awards - Silver

American Express Man of the Woods

Clios - Silver

Involvement.

The Drum Podcast

Featured Guest

CreativePool Awards

Judge, Next Gen Talent

Lisbon Awards

Judge, Sports

(4As) American Assoc. of Ad Agencies

MAIP Alumni, Coach, Recruiter