

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



Contact

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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 industry-ready 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

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.

2009 – 2011

Eastern Florida
State College
Palm Bay, FL

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 Winner
Campaign Exp. Awards
– Shortlist
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
– Bronze

**Converse
Sessions**

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

Lisbon Awards

Judge, Sports

CreativePool Awards

Judge, Next Gen Talent

(4As) American Assoc. of Ad Agencies

MAIP Alumni, Coach, Recruiter

