CARLi DÁVILA

787 598 8788
Yo@SoyCarli.com
linkedin.com/in/carlosrdavila

Creative **Portfolio**(ishness)

I'm driven by curiosity, excited by the unknown, and have never been a standard run-of-the-mill anything or chosen the easy path.

So far, I've been a paperboy, mango salesman, lifeguard, deejay and an investment banker. Since then, I've developed public relations strategies and press releases, created and managed two digital platforms, marketed several startups, produced editorial, entertainment and branded video, hosted events, and performed standup and improv comedy. Additionally, I've been a creative for brands, advertising copy, scripts, campaigns, and executed marketing strategies on social, billboards, TV, radio and print.

I'm proud of all my professional experiences, especially for having done it with limited budgets and staff, which pushed me to learn how to do everything and anything.

In the end, my talent revolves around solving problems through creativity.

Given the haphazardness of my career path, the historical timeline below seemed like the perfect *show and tell* for how these experiences have evolved my brain into a great ball of, umm, fiery creativity...with a sprinkle of wit and humor.

Let's create cool stuff together!

Check out my traditional resume here: bit.ly/CarliRes.

Index (of the 'click-me' kind)

Since many positions required a portfolio, I've built mine as a timeline...and not a short one, but way more doable than catching up with the 56 years of *Days of Our Lives*, so feel free to hop, skip, click and comment:

Creative Portfolio(ishness)

The Not-So-Fun-Yet-Important Finance Years

Satire Essays

Communications & Public Relations work

WAPA TV Video site

Kinda Funny Tweets

Improv Comedy & Standup

VOD/PPV Video Platform

Digital Content Creation & Production

Scriptwriting & not-so-scripted writing

Ad Agency Work

An Ephemeral Marketing Directorship

Investment Holding Group

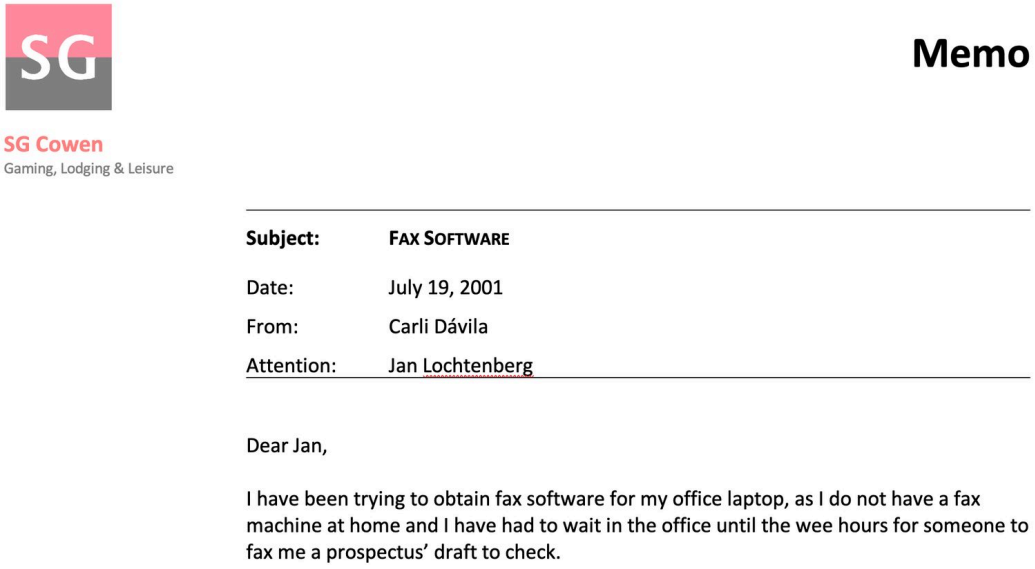
Marketing Strategy Consulting

CARLi DAVILA

The Not-So-Fun-Yet-Important Finance Years

August 1997 – January 2003

While at Cornell, I somehow befriended everyone who was getting an investment banking job and they all felt the need to tell me about their signing bonuses and compensation packages. While working in the less-than-thrilling world of financial databases, I got the (now-questionable) urge to join the rat race, so I interviewed with more than 40 investment banks until one of them FINALLY hired me.



SG Cowen
Gaming, Lodging & Leisure

Memo

Subject: **FAX SOFTWARE**

Date: July 19, 2001

From: Carli Dávila

Attention: Jan Lochtenberg

Dear Jan,

I have been trying to obtain fax software for my office laptop, as I do not have a fax machine at home and I have had to wait in the office until the wee hours for someone to fax me a prospectus' draft to check.

Despite not loving the finance world, I was disciplined and hard-working, and because of the million$ being dealt with, I developed an attention to detail (which may or may not have bordered on OCD). This gave me the still-relevant superpower of spotting anomalies in any setting, be that a misspelled word (or kerning), something out of place in a video shot or what-to-many-may-seem-superfluous production mistakes.

Satire Essays

April 2002 – October 2005

As an outlet to my miserable existence as an investment banker, I co-founded Preurbano.com, a now-extinct Spanish literature site where I wrote under the 'Fluvio Clodomiro' pseudonym.

This became the first disciplined squeezing-of-my-creative-juices, giving life to an uncensored voice for which I generated 180+ essays focused on popular culture, current events and day-to-day observational humor. Some of the writings are still available on the Internet Archive's Wayback Machine or you may check out this sample essay (in Spanish).



El día en que el salsabor abandonó mi cuerpo	24 de agosto de 2002
Dilema #1	18 de agosto de 2002
¡Ya ni rodar puedo!	12 de agosto de 2002
Te necesito un poco más cerca	9 de agosto de 2002
¡Háblennos claro!	6 de agosto de 2002
¡¡Finalmente soy famoso!!……!AY, YA, DÉJENME EN PAZ!	3 de agosto de 2002
Pregunten, que yo contesto	30 de julio de 2002
Incógnita, Zancos, Piscolabis y Coquíes hambrientos	26 de julio de 2002
Relatos que saben mejor con gelato	22 de julio de 2002
"¡Soy Yo!"	19 de julio de 2002
Fábula del caracol de coctel	15 de julio de 2002

Communications & Public Relations work

August 2005 – April 2007

After spending a year backpacking my way out of my comfort zone ~~(AKA exorcising my banking past)~~, a public relations firm offered me a job, which seemed like a wonderful alternative to unemployment.

During that time I developed communications and marketing strategies, event production concepts, and branding projects while doing lots of copywriting for press releases, talking points, product descriptions, brochures, and advertising campaigns.

Public relations turned out to be a great school on how to convey ideas and change perceptions by being exposed to journalists and clients from the construction, energy, spirits, health, hospitality and technology sectors, the Supreme Court and community NGOs.

Enjoy some very rare finds from an old hard drive:

- Peroni Nastro Azzurro Puerto Rico launch script
- PICA (Medicare Part D provider) media tour talking points

While at the next job on the timeline and for an additional three years, I continued writing press releases for brands such as Sony, Young Presidents' Organization (YPO), Steve Madden, Hanes, Dewars and many others.

WAPA TV Video site

April 2007 – October 2011

As "the future is the Internet" talk got louder, the largest TV network in Puerto Rico got on the digital speed train by hiring me to develop its digital presence and brand.



During my tenure as Digital Director, I built this top dog's website, video platform, news alerts, social media presence and brand, while creating ad campaigns for television, billboards, print, social and digital. To achieve this I managed designers, programmers, editors and content creators, while developing processes for digitizing content from the news and entertainment departments, and convincing traditional TV executives that we had to aggressively evolve digitally in order to survive.

Since I was the 'digital guy', I became the point person for the sales department to sell "the future" to agencies and brands, educate them on digital advertising, create special projects/content/ad units, draft proposals and pretty much convince clients to add digital to their traditional media buys.

A few sample projects beyond developing the digital operation:

- Created all types of TV franchises sites (i.e. Idol Puerto Rico, an American Idol offshoot), sponsored pages (i.e. for hurricane season or sporting events), telethons, contests and branded content.
- Redesigned the site by crowdsourcing it to users
- Gangatron, a daily deal product concept

Gangatron

CARLi DAVILA

Kinda Funny Tweets

May 2009 – present

I considered not including Twitter in this portfolio, as it has 5,000+ tweets (in English) and there's got to be ONE that would prevent me from ever getting a Senate seat…BUT the prospect of combing over five thousand (and soon-to-realize unfunny) tweets makes me wanna cry, even if I can already hear myself "shoulda coulda woulda'ing" after that ONE tweet hits the proverbial social media fan. Here goes nothing!

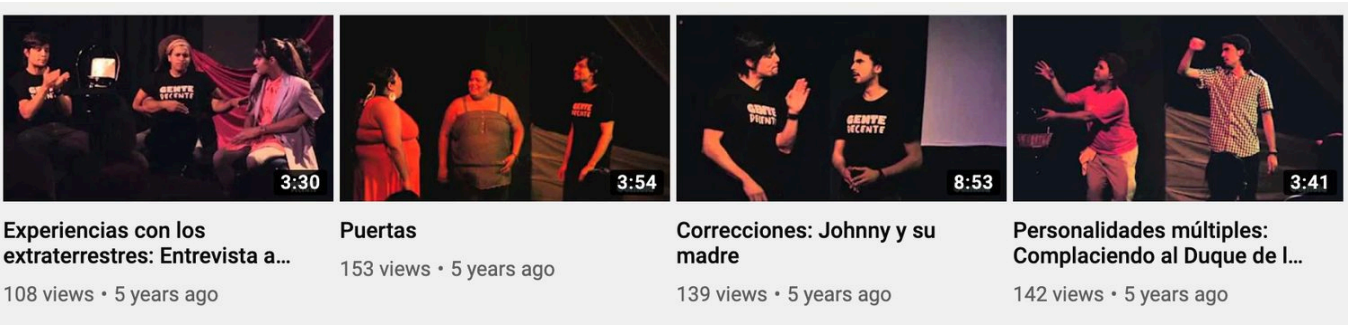


My twitter account became a storytelling vehicle that forced me to be concise…and hopefully funny. Although today I tweet infrequently, at its height, this foray became a creative outlet during the stressful time of running WAPA TV's digital division.

Improv Comedy & Standup

2009 – 2016

Life experiences, travels and baggage nurtured the 5 years I spent doing improv comedy, writing scripts and doing standup.

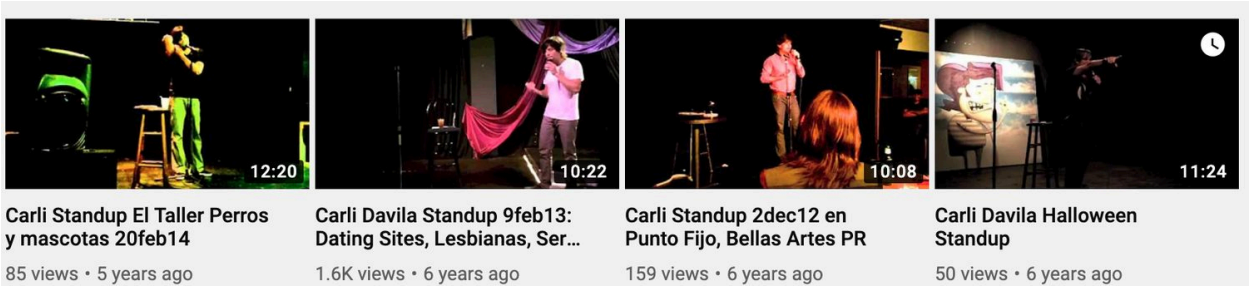


I was part of two improv troupes: Supel Najti and Gente Decente which performed 80+ shows to paying audiences in large and small theaters, cafes, Upright Citizen's Brigade in NYC and, legend says, a high school prom. We also ran a YouTube channel.

To develop my skills, I trained with a local troupe and 6 different teachers from Latin America, and spent two weeks studying both improv and comedy writing in Chicago's Second City. This experience developed my ability for quick thinking, extrapolating, making connections, finding the joke, storytelling and handling audiences. This also opened the door to hosting gigs that ranged from a TedX conference and advertising agency battles, to sleep-inducing corporate events.



As my mind expanded through long-form improv performances, ideas flowed like a broken hydrant that I channeled onto scriptwriting and standup performances. Additionally, Puerto Rico's tiny standup comedy scene forced me to constantly write new material to keep it fresh. Some of these 10-15min bits were recorded to polish my act...even if they're cringe-worthy today.



During this creative period I also took part in two events that forced my not-so-talented hand at drawing:

- A 9-week art battle where contestants had to create art based on popular songs.
  I created these nine pieces.

  On the right: *Who let the dogs out*.



- For a sci fi/space-themed exhibit I made Supernova, a triple pun piece permanently displayed in my guest bathroom.



VOD/PPV Video Platform

October 2011 – 2014

GFR Media, the largest media conglomerate in Puerto Rico, hired me from Wapa TV to spearhead their incursion into digital video through the creation of Bumbia (now decommissioned).

This startup took a year to launch, as it required fully ideating the business and its offerings, and developing the brand, operational guidelines, a video platform from scratch, UX/front end, marketing strategy and advertising creative/copies (print, billboard, web and social media). Since it was a tiny 2-3 people operation, I also ran social media and Google/Facebook ad campaigns.



The understanding of digital and video ads was so basic that I constantly visited agencies, created explanatory pieces and ran seminars to teach about analytics, ad units and digital media buying.

This Hispanic-focused video hub had very big plans...coupled with a super limited budget. Since we had no cash to acquire content, we signed ad revenue-sharing agreements with 120+ producers. We then began producing original content to broaden the inventory beyond the limited offerings of external producers.

We raised additional cash by selling access to our proprietary video management platform (still in use today by newspapers in Puerto Rico and Latin America) and launched a Pay-Per-View service with 20+ local movies, then only available via DVD.

Some creative highlights from this tenure:

- Writer and producer of a 1980's inspired promo to promote an ad agency informational tour that we used to present Bumbia.com, explain how video was "the future of advertising" and introduce pre-rolls through an ultra mega clear mockup that preceded the video show..
- Co-creator and producer of a 12-episode season of La Agencia, a sitcom showing the absurdity of ad agency work. After a digital ad seminar given to ad agencies, we followed up with a tongue-in-cheek promo using the characters from the program to show what a brand integration shouldn't look like.
- (Finger) talent for the promotional gem called '*el índice de INDICE.*'



Digital Content Creation & Production

2014 – February 2017

Three years after launching Bumbia, the project was abandoned when the company asked me to focus on creating content to capitalize on the existing traffic (9MM unique monthly visitors) of the two main media sites in Puerto Rico. For this professional stage, I joined a great ideation and production team focused on constantly developing video content and live streams to satisfy the needs of the editorial departments of El Nuevo Día and Primera Hora newspapers, and for clients ranging from Chili's and JCPenney to Claro and Goya.

During this period I developed concepts, handled celebrity/influencer collaborations and contracts, wrote branded content scripts, produced, managed script writers and productions, and pitched many a show for brands and agencies to integrate their products into. Many of these contents were initially launched on the newspapers' platforms and then reaired on social media to increase reach and brand exposure.

Some highlights:



- Host and head writer of the first 32 episodes of 'B al grano', a daily show delivering humorous news. As the show evolved, I continued working with other hosts and their scripts.

- Host & writer for Walmart's Black Friday event where we watched people stand in line while having live commentary reporters at four parking lots. I was also the talent for their Black Friday Ramboish promo.

- Producer and writer of an explainer video for content marketing services



- Co-developed concept, negotiated with talents and sold product integrations for three seasons of Sin Filtro, a confessional-type show where major celebrities would talk to the camera several times a week.
    - #1 with La Burbu
    - #2 with El Molusco
    - #3 with Sonya Cortés

- Negotiated agreements with external producers, celebrities or brands for shows such as:
    - Alexandra Fuentes for 8 episodes of the Así lo veo sketch show
    - 24 episodes of Bebe te lo enseña, a home improvement show with Bebé Maldonado
    - El Gangster's 12-episode Pa la Calle, a celebrity interview show, and for Check In Perú, a 12-episode travel show
    - Dreuxilla Divine for gossip show La Puya de Dreuxilla
    - Comedy troupe Los Rivera Destino for their 12-episode political music show
    - 12 episodes of Este es mi día, a branded content series with Yizette Cifredo for Walgreens
    - 8-episode pet training and behavioral show Mascotas 101 with Cheryl Deloach.
    - Branded content food recipe videos for Goya and inspired on Turkish soap opera Fatmagul
    - Raspa la olla recipe show with renowned Chef Piñeiro



- Developed branded content scripts for Clairol (a light comedy how-to video), JcPenney, Claro, Chili's (1, 2), Walgreens and Honda.

- Wrote restaurant reviews under the El Foodie Tímido (The Shy Foodie) pseudonym.



- Produced 15 episodes of Yo, Conmigo y Danilo, a Claro-sponsored sketch show featuring comedy star Danilo Beauchamp. Wrote the series promotional sketch.

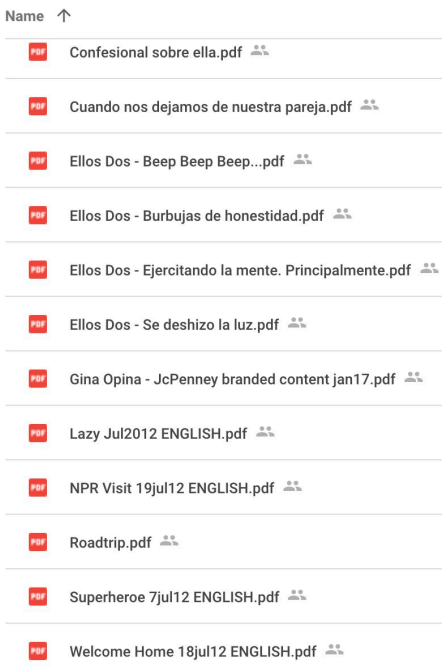
- Showrunner, script editor and producer of Terapia de Grupo, a 7-episodes sitcom about a group therapy session starring celebrities Marilyn Pupo, El Molusco and Sully Diaz.

Pregunta que te hago

- Developed rapid-fire questions (and sometimes asked the questions from behind-the-scenes) for 9-episode celebrity interview series Pregunta que te hago on El Nuevo Día

Scriptwriting & not-so-scripted writing

2012 – Present



The years writing press releases, comedy essays, tweets, and performing as an improv and standup comedian trained me to create ideas, storytell them and lay them out on a script.

Throughout my various jobs, I've been lucky to get a chance to develop concepts into scripts or to manage scriptwriters.

In this folder you'll find a collection of scripts that range from English-language sketches to branded content, mini-dramas and other pieces.

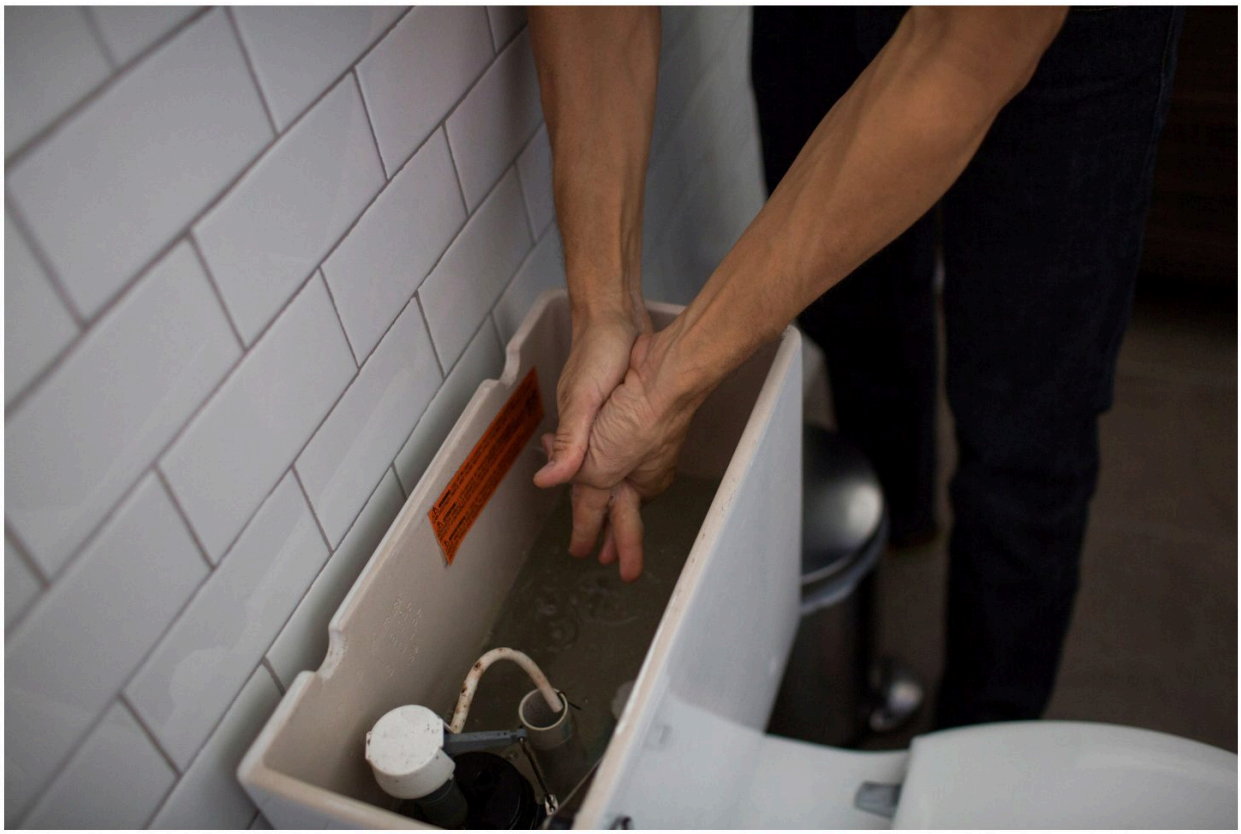
Other highlights:

- A sketch mocking the uproar caused by no-show Hurricane Bertha
- 49 short & long format chronicles of the 147 days spent without power after Hurricanes Irma and María in September 2017. These were published on my Facebook profile under the #TransformacionHuracanada tag.



CARLi DAVILA

And last but not least, during this period my mojo was so strong that my hands made a cameo on a NY Times article highlighting the creativity that Hurricane María brought up:



Carli Davila uses the water in his toilet tank to wash his hands when his water is shut off.
Dennis M. Rivera Pichardo for The New York Times

Mr. Davila, an online video content producer who calls himself compulsive about cleanliness, said he had experienced an epiphany about the global scarcity of water (even though his dirty car and windows are driving him crazy).

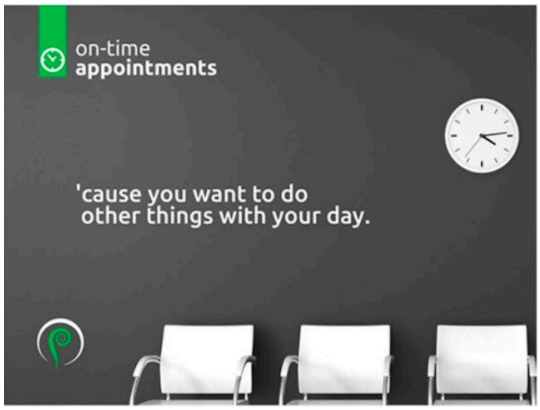
"You realize how much water you waste and how much you can do without," Mr. Davila said, adding that not everyone was being as conscientious. Friends, he said, are showering at work or taking luxurious 30-minute showers on days the water is flowing. "It's part of the selfish selfie generation."

Ad Agency Work

March 2017 – August 2018

The years handling multiple facets of corporate-owned ventures gave me the broad skill set needed to become a mercenary for several ad agencies and clients. This was an enriching period working with new industries and managing internal and external teams.

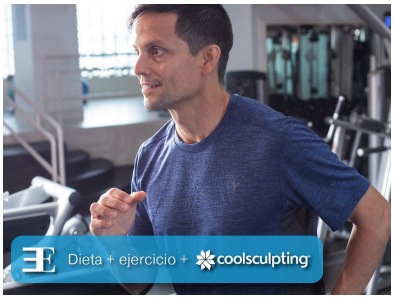
During this period I primarily worked as digital director for Eko Advertising, leading their transformation from a traditional agency into a digital one focused on content. Additionally, I took on individual projects for other ad agencies, companies and organizations.

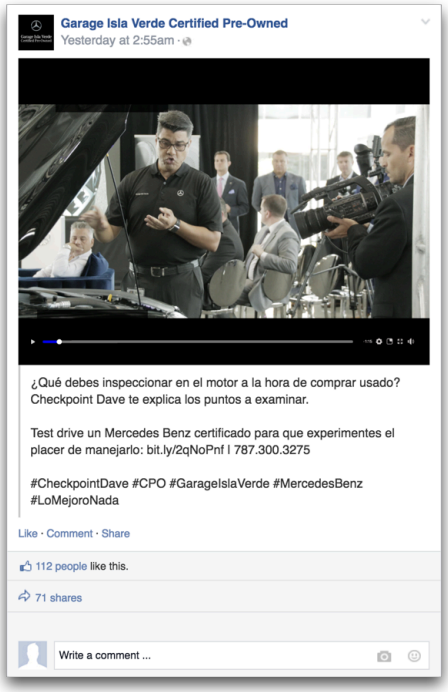


Some creative highlights from this time:

- Launched Pravan Health, a concierge medical clinic, and developed brandbook, storytelling, copy, website, marketing materials, video scripts, signage, advertising and lead generation campaigns by designing acquisition funnels and customer journeys. Today this is the go-to preventative medicine provider for high-net-worth individuals on the island.
- Developed six months' worth of activation and marketing ideas for Prestige Spirits, a top-shelf liquor collection that includes Montelobos mezcal, Belvedere vodka and Hendricks gin, among others.
- Worked with Xcala, a business strategy consulting app with a very complicated proposition that needed to be distilled into four animated educational videos. The project included developing the company's narrative, scriptwriting, voice talent casting and managing designers and animators to create the video pieces.
- Ideated a marketing campaign for massifying awareness of Airmaster Windows & Doors, hurricane-resistant products that, until then, were solely targeting high-end consumers.
- Hired by Discover Puerto Rico (Puerto Rico's Destination Marketing Organization) for pre-launch brand analysis, video content creation, and website development.

- Ideated website, campaign, marketing strategy, copy and, umm, modeling, for Eden Esthetics, a surgeon-led aesthetic clinic.
- Ideated concept, copy and content marketing campaign for Mercedes Benz Certified Pre-owned vehicles
- Creative support for HIT Interactive Marketing Group for the Rovira biscuits, Snapple, Liceo de Arte y Tecnología, Sally Hansen, Adriel Toyota, and Aprobado Auto loans accounts.
- Worked on video campaign concepts for Smart car
- Developed multiple strategic proposals for organizations, product and service companies and hospitals
- Developed Spine medical center's website, photoshoot aesthetic and copy.
- Developed Antilles Insurance's landing pages, brochures, media tour talking points, and educational campaigns for radio, TV, social and digital.







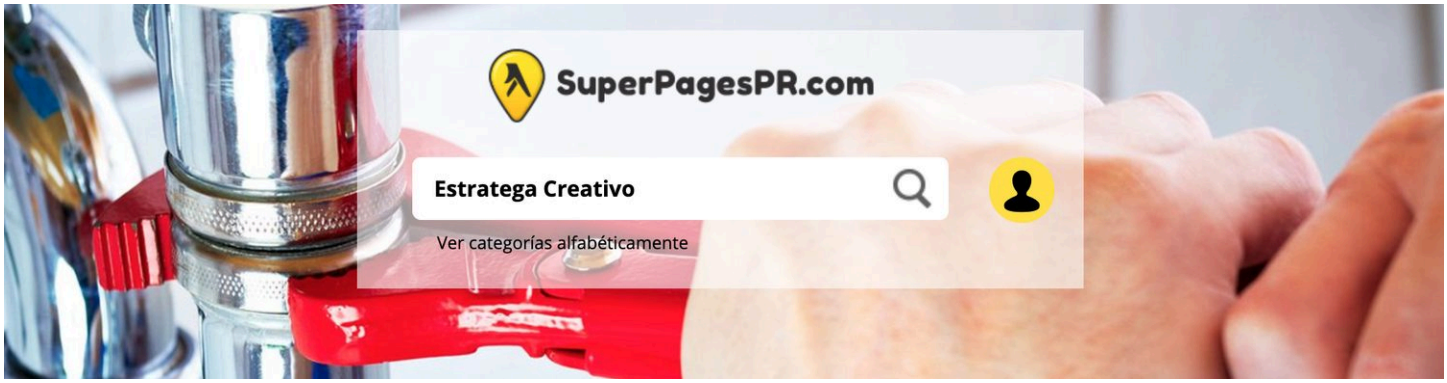
CARLi DAVILA

An Ephemeral Marketing Directorship

September 2018 – December 2018

Although this stint lasted as long as the yellow pages' CEO who wanted to transform the company into a digital one, the experience of managing an 11-person team was invaluable.

This dual-country team needed to learn everything from how to write social media posts and run digital media buys to how to design visual elements and marketing campaigns that didn't seem borrowed from 1981. The reinvention would have taken another 3 months to complete, but the lessons remain.



Apart from developing the talent, I focused on homogenizing Puerto Rico's and Dominican Republic's marketing and production efforts, offerings, pricing, URLs, aesthetics, websites and printed products. Additionally, we were tasked with digital media buys, social media management, internal communications and public relations efforts for the company.

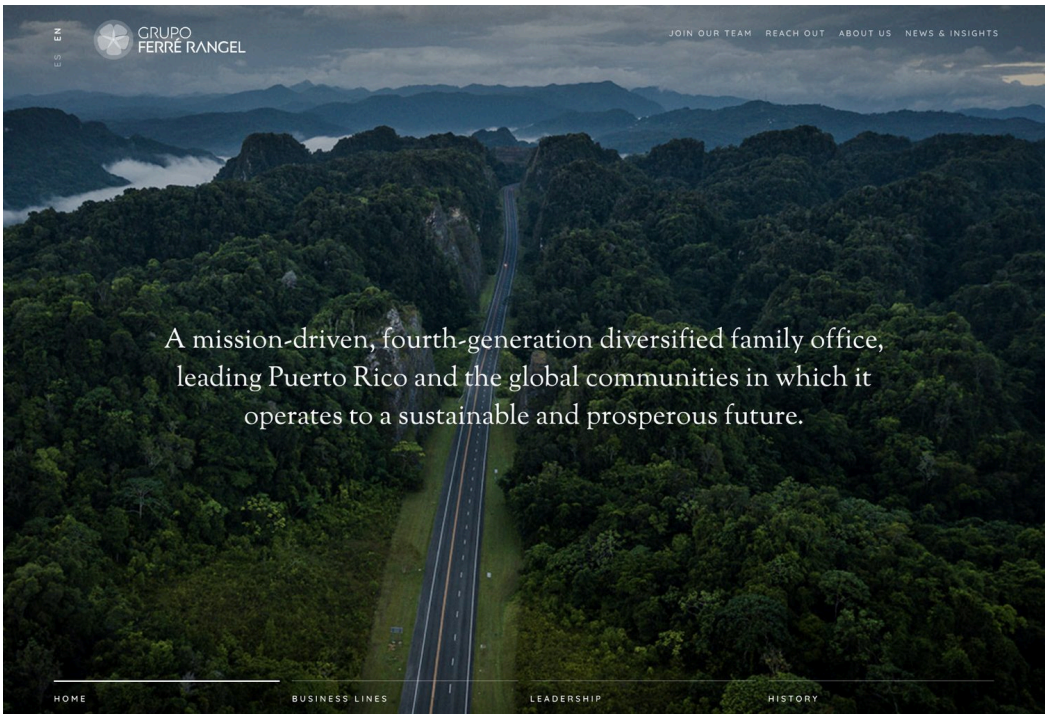
The biggest and most exciting challenge was figuring out how to evolve the yellow pages into a digital version that could profitably compete against Google, Tripadvisor, Yelp and other younger but stronger kids in the block.

Investment Holding Group

February 2018 – March 2020

As an almost full-time consultant to this 100-year old 4th generation holding company, I supported the umbrella and its subsidiaries' communications, marketing, and digital efforts. My main areas of focus were:

- Development of a company-wide Intranet and brand architecture, and handling of communications for their shared services departments (human resources, IT, etc.)
- Advertising campaigns, SEO audits, content marketing, marketing materials and website development for Linkactiv Group, the call center operation.
- Website and content development, marketing materials and digital strategy for Kingbird Investment Management, the real estate arm.
- Narrative and storytelling support for GFR Media, owner of several audience platforms ranging from newspapers and daily deals to classifieds.
- Spearheaded website development, copy, photography and design of GrupoFerreRangel.com which included developing the brand's narrative in both English and Spanish.



Marketing Strategy Consulting

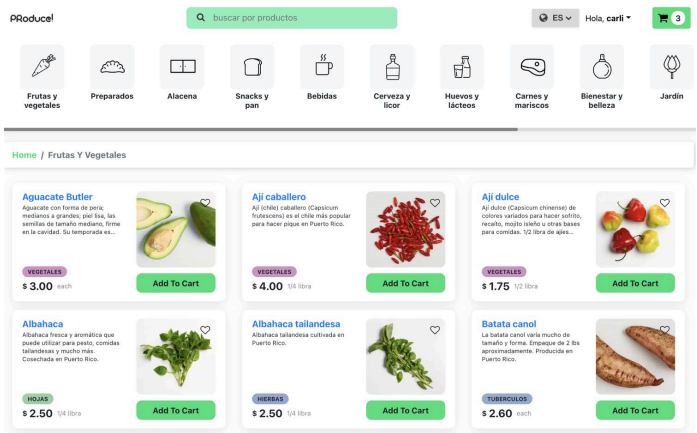
March 2017 – Present

This period has been a gift as I've gotten to work with projects that through sheer coincidence (with a sprinkling of zeitgeist) have fed off each other to expand the impact of their very disparate goals:

- The nonprofit communications work for Filantropía Puerto Rico allowed me to connect with grantmakers and third sector doers while polishing the organization's tone, voice, and copy to help them obtain grants, increase memberships and hold events with societal impact.



- Maximizing the B2C and B2B messaging opportunities offered by the pandemic to uva!'s delivery business.
- Running day-to-day marketing operations for PRoduce allowed me to work on proactive and reactive marketing campaigns for an ethically-driven grocery delivery service. The startup's iterative nature placed marketing in close contact with product development to better user experience, implement SEO strategies and execute experiential activations.



- Agency work kept me abreast of new ideas and businesses being launched while developing pitches (¿Lucha libre anyone?), content marketing strategies and search campaigns. Additionally worked on security and Asana deployments, and designed spreadsheets to manage budgets and track expenses and advertising spending.