



BRANDON ROSS GARCIA

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McAllen, Texas / Los Angeles, California

CREATIVE DIRECTOR | BRAND STRATEGY | AI & DIGITAL TRANSFORMATION

PROFESSIONAL PROFILE

Multidisciplinary creative and marketing leader with 25+ years of experience spanning brand strategy, editorial leadership, integrated communications and multimedia production. Founder of BRANDO Campaigns, delivering branding and campaign communications for more than 145 political candidates. Combines strategic creative direction, journalism and hands-on AI implementation to expand production capabilities, streamline workflows and develop distinctive experiences across print, digital, broadcast and interactive media.

PROFESSIONAL EXPERIENCE

- BRANDO CAMPAIGNS

| 2012–PRESENT

Founder & Creative Director · McAllen, Texas / Los Angeles, California

Founded and lead a multidisciplinary creative consultancy serving 145+ political candidates. Direct brand strategy and end-to-end production of identity systems, direct mail, signage, billboards, speeches, websites, photography, video and digital advertising. Oversee creative development from initial concept through production and rollout. Implement AI-assisted workflows for research, copywriting, web development and campaign logistics, expanding the range and efficiency of services delivered.

VIEW PORTFOLIO
- THE COLLAR CLUB

| 2025–2026

Creative Director / Brand & Marketing Consultant · West Hollywood & Los Angeles, California

Led an integrated brand relaunch for a pet-grooming, coffee and social-club concept, unifying its identity across digital, retail and experiential touchpoints. Redesigned three websites and produced advertising, social video, menus, storefront graphics and original photography. Managed social channels, public relations, paid media, partnerships and promotional collaborations; developed consistent customer-facing creative across web, video, in-store and event experiences.

VIEW CASE STUDY
- WEHOONLINE / WEHOVILLE

| 2021–2024

Co-Founder, Managing Editor, Reporter & Art Director · West Hollywood, California

Co-founded an investigative digital news outlet and directed reporting, editorial strategy, art direction and production. Investigated government, politics and elections, including stories that reached national audiences. Produced visual explainers, voter guides and multimedia coverage; established a consistent editorial voice and used AI-assisted newsroom workflows to support efficient publishing and accessible civic reporting.

VIEW CASE STUDY
- MCALLEN ECONOMIC DEVELOPMENT CORPORATION

| 2014–2019

Marketing & Branding Consultant · McAllen, Texas

Created the Made in McAllen identity and business-recruitment campaign supporting domestic and international investor outreach. Produced documentaries, community profiles, print campaigns, merchandise, trade-show graphics and presentations for audiences in the United States, Japan and China. Combined photography, editorial writing and integrated design to communicate regional economic advantages and position McAllen as a destination for investment and growth.

VIEW CASE STUDY
- THE MONITOR NEWSPAPER / FESTIVA MAGAZINE

| 1999–2012

Editor, Art Director & Journalist · McAllen, Texas

Advanced from newspaper intern to editor of Festiva, a regional entertainment and culture magazine. Recruited and led writers, developed features and editorial layouts, and directed coverage from conception through publication. Expanded digital reach through early social media and audience-focused storytelling; cultivated cultural sources, mentored contributors and coordinated deadline-driven editorial production.

VIEW CASE STUDY

CORE CAPABILITIES

STRATEGY & LEADERSHIP

Brand Strategy · Creative Direction · Integrated Marketing · Campaign Development · Editorial Leadership · Public Relations

CREATIVE & COMMUNICATIONS

Art Direction · Graphic Design · Advertising · Photography · Film & Animation · Reporting · Investigations · Political Communications

AI & DIGITAL

Generative AI Workflows · AI-Assisted Research & Production · ChatGPT · Claude · Gemini · Grok · Web Design · Interactive Development