



JACOBER CREATIVE



Formal Proposal Enclosed

PALM BEACH MARINA  
BRANDING & MARKETING SERVICES



JACOBER CREATIVE



**NAME OF FIRM:**

Jacober & Associates, Inc. DBA  
as Jacober Creative

**LOCATION:**

690 Lincoln Road, Suite 201  
Miami Beach, FL 33139

**WEBSITE:**

[www.Jacober.com](http://www.Jacober.com)

**ENTITY BUSINESS STRUCTURE:**

Corporation

**DATE ESTABLISHED:**

2001

**OUTSTANDING LITIGATION:**

None

**CONTACT:**

Paul Jacober  
Principal & Creative Director  
305.672.3293  
[info@jacober.com](mailto:info@jacober.com)

OUR MISSION

Making life a little  
more beautiful one  
pixel at a time,  
we elevate brands  
with great ideas.

JACOB ER CREATIVE





## J A C O B E R C R E A T I V E

Dear Palm Beach Colleagues:

As a more than two-decade resident and business owner in Florida. I am pleased to submit this proposal to you for my **award-winning firm, Jacober Creative.**

We are a Miami Beach-headquartered company with numerous clients in Florida, nationally and internationally. Jacober Creative is well equipped to respond to this RFP, and for developing and executing new brand and messaging strategies for the **Town of Palm Beach Marina**, relaunching the brand after major renovations and upgrades, increasing the brand profile and extending the visitor and resident appeal. We see our approach as building on and sharpening the existing brand and reputation of Palm Beach, with its storied history and upscale reputation, to appeal to a new target audience of superyacht owners.

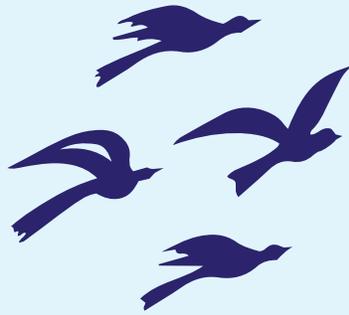
We creatively cover all the bases – brand strategy, market research, graphic design, digital and print marketing, photography and video production, public relations, and web development – and we know yachts. Jacober Creative has extensive experience with similar clients such as the **Star Yacht Group. Invincible Boats** and branding Italy's largest sailing yacht, **Sybaris** yacht project, as well as clients like the **Town of Surfside**, and the Cities of **Miami Beach** and **Sunny Isles**. I know we can effectively work with you in elevating the Town Marina brand profile for a more discerning customer.

We propose to develop, among other deliverables, updated taglines, logos, brand voice and messaging that position the Town Marina as both a new “take-another-look-at-us” location, and as an existing gem one should re-engage with or rediscover, especially for the yachting community who will have a whole new facility to utilize. Our fresh, forward-leaning yet consumer-friendly design style, and our ability to work with and incorporate a wide range of community stakeholders, makes Jacober Creative the right choice for this project.

In short, we are a perfect fit for the Town of Palm Beach Marina. I hope that you will seriously consider our proposal, and that we will have the opportunity to work with you in updating and relaunching the Marina's brand identity.

Sincerely,

Paul Jacober, Principal & Creative Director  
Jacob Creative



# Table of Contents

9	<b>SECTION 1</b> Experience
19	<b>SECTION 2</b> Organizational Chart
23	<b>SECTION 3</b> Ability of Personnel
45	<b>SECTION 4</b> Current Contracts
51	<b>SECTION 5</b> Projects
95	<b>SECTION 6</b> Litigations
99	<b>SECTION 7</b> Financial Resources



SECTION 1

# Experience

# Jacober Creative

## OUR MISSION

Jacober Creative's mission is "Making life a little more beautiful one pixel at a time, we elevate brands with great ideas."

Our fresh, forward-leaning yet consumer-friendly design style, our savvy marketing expertise, and our ability to work with a wide range of target demographics and community members, makes Jacober Creative the best choice for branding the **Town of Palm Beach Marina** and creating an impactful marketing and advertising campaign that successfully tells the Marina's brand story and reaches a new crop of elevated clientele.



Jacober Creative Leadership  
From left:  
Adriana Maz, Paul Jacober,  
Daniel Peralta, Luisa Jimenez

## WHO WE ARE

As a South Florida-based, award-winning company with clients across the state, nationally and internationally, and about \$1 million in annual revenue, our scope of services encompass all that the Town of Palm Beach Marina will need to successfully brand and market itself—market research, community engagement, brand development, graphic design, digital and print marketing, event marketing, public relations solutions, social media messaging, photography and video production, as well as web design.

Jacober Creative is extremely experienced working with municipalities and the kind of stakeholders in the Town of Palm Beach—government officials, residents, business owners, and visitors. Furthermore, we bring our unique learnings from the commercial sector to give deeper insight and more streamlined solutions to the trade and consumer outreach that will form the backbone of the Marina’s marketing strategy.

We balance our municipal and government clients, such as the **Town of Surfside**, the **City of Miami Beach Economic Development Department** and the **City of Sunny Isles Beach**, with a wide range of hospitality and attractions, whose mission is appealing to upscale consumers and filling inventory, such as the **Frost Museum of Science**, the **Menin Hospitality Group**, and multiple film and music festivals and events, such as Hong Kong’s **Jungle Music Festival** and **Miami International Film Festival** further add to our diverse experience.

Finally, we’re no strangers to the world of luxury yachting, we branded Italy’s largest sailing yacht, **Sybaris**, worked with **Invincible Boats** on a rebrand, trade marketing, and new website, and most recently, were entrusted by **Star Yacht Group** to help guide their entrée into the South Florida market with a new logo, website, and a comprehensive go-to-market strategy.



A Studio of Designers,  
Developers, Illustrators,  
Animators, Writers,  
Marketers, Videographers,  
and Strategists Dedicated  
to Telling Stories That Build  
Exceptional Brands.



# Capabilities

## DESIGN

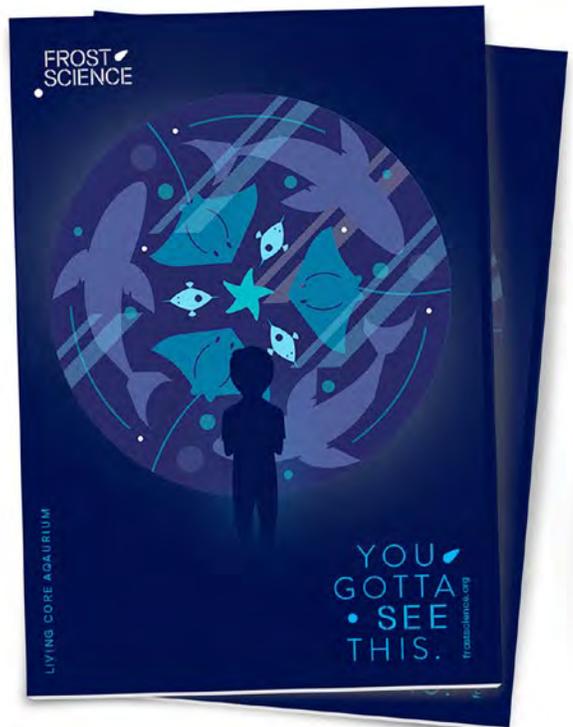
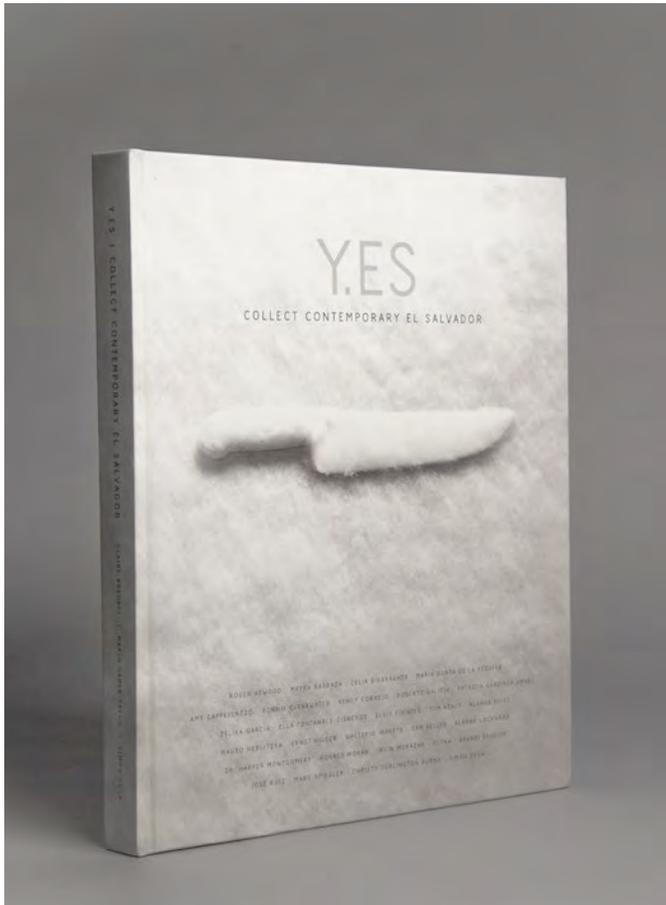
Logo Design  
Branding  
Packaging  
Photography  
Illustration  
Environmental Design

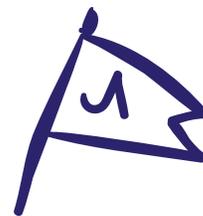
## DIGITAL

Web Design  
Web Development  
Mobile Apps  
Motion Graphics  
Video Production  
3D Rendering  
SEO

## MARKETING

Advertising Campaigns  
Media Planning + Buying  
Social Media Marketing  
Public Relations  
Experiential Marketing  
Digital Advertising  
E-mail Marketing  
Copywriting  
Research





# Our History

With more than two decades in business, Jacober Creative formally began operations in 2001, as an expansion of Paul Jacober’s work with non-profit organizations and hospitality clients, such as **Art Center South Florida** and the **Rubell family-owned Albion and Greenview Hotels**, to amplify their branding and marketing efforts. As Miami’s economic growth expanded, so did Jacober Creative’s projects and scope of services.

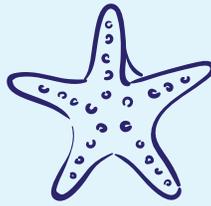
Initially focused on traditional branding and websites, we expanded upon these services by welcoming a formal web development team in 2003 and the addition of two Art Directors shortly after, bringing new perspectives and talents to our growing client list. Most recently in 2015, the addition of a dedicated digital team overseeing all social, digital, and search marketing continues to create new ways we can create cohesive and efficient marketing messages across all brand touch points.

While we continued to achieve a strong measure of success in the region until 2010, it was our award-

winning branding and marketing work with two clients that garnered new attention from across the globe: the wellness brand **JugoFresh**, a pioneer in the cold-pressed juice movement, and the **Town of Surfside**, a formerly overlooked Miami beach town with a slew of new luxury beachfront developments.

Since then, we’ve worked with a broad range of clients like **Peloton**, the **Frost Museum of Science**, Richard Branson’s new cruise line **Virgin Voyages**, Tennis star **Venus Williams**, **The City of Miami Beach**, and **the City of Sunny Isles Beach** on a variety of creative pursuits, from branding to 360 videos to experiential design and everything in between.

Today we continue to push forward with new and more demanding opportunities, diving into the ever-shifting world of social media and virtual reality, and continuing to explore the ways in which technology can help us better understand new and more efficient ways to reach our audiences.



**WE CREATE  
STORIES  
THAT BUILD  
EXCEPTIONAL  
BRANDS**

# Awards



## VISIT FLORIDA FLAGLER AWARDS

**2019 BEST IN SHOW**  
Online Booking Portal  
VisitSurfsideFL.com  
Town of Surfside, FL

**BRONZE**  
Resource/Promotional  
Material: Trade  
Trade Kit Design  
Town of Surfside, FL

**2018 BEST IN SHOW**  
Annual Marketing  
Budget between  
\$500,000-\$2 million  
Social Media Marketing  
2017 Campaign  
Town of Surfside, FL

**GOLD**  
"Henry" Award  
Trade Promotional Material  
Town of Surfside, FL

**BRONZE**  
Social Media Marketing  
2017 Campaign  
Town of Surfside, FL

**2016 BEST IN SHOW**  
Visitor Guide Design  
Town of Surfside, FL

**GOLD**  
"Henry" Award  
Visitor Guide Design  
Town of Surfside, FL

**HONDA**



**LOS ANGELES MARATHON**  
1999

**WINNER**  
Los Angeles Marathon International  
T-shirt Competition  
Presented by K-WISS



**DESIGN CENTER OF THE AMERICAS**  
2009

**WINNER**  
Stars Of Design Awards,  
Design Center Of The Americas  
(DCOTA)



**ARANGO DESIGN**  
2001

**FINALIST**  
(Top 5)  
Arango Design Foundation  
Competition



**NEENAH PAPER**  
1999

**BRONZE MEDAL**  
Rubell Hotels /Albion+Greenview  
Hotel Brochures  
Neenah Paper



SECTION 2

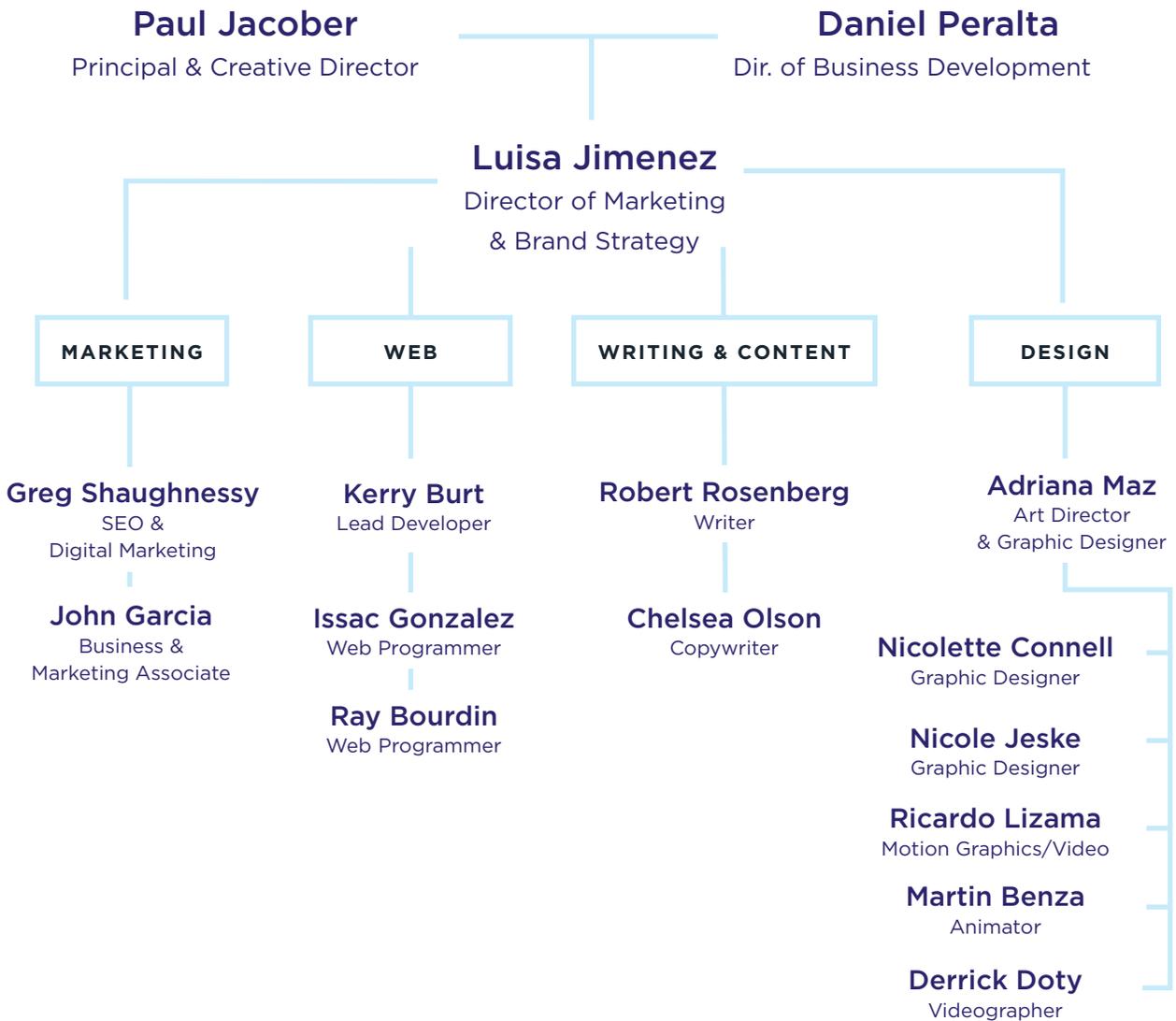
# Organizational Chart



JACOBER CREATIVE



# Organizational Chart





SECTION 3

# Ability of Personnel

# Account Structure

## MAIN PERSONNEL ASSIGNED TO THE TOWN OF PALM BEACH MARINA PROJECT

Our team is uniquely skilled at leveraging a comprehensive take on branding and marketing the Town of Palm Beach Marina, stemming from over twenty years of experience in South Florida's luxury hospitality and destination marketing ecosystem. We take a design-driven approach to ensuring that the brands we craft create emotional connections with their audiences that endures for years.

To service the Town of Palm Beach Marina account, all tasks and services are filtered through the Director of Marketing and Brand Strategy, who will be the main point of contact for the Town and is responsible for the project management with the relevant internal teams. Creative initiatives will be supervised by the Creative Director, and all financial matters will be managed by the Business Development Director.



**Paul Jacober**

Principal & Creative Director

Mr. Jacober is the founder and director of Jacober Creative, also affectionately referred to as the “Face of the Place.” After graduating with a degree in Journalism from Pepperdine University he moved to New York City to be a part of the launching team behind VIBE magazine. He brings his love of design and editorial layout is a motivating force behind the clean and concise aesthetic Jacober Creative is known for. He has provided creative and branding services for commercial and non-profit groups around the world, working in the print and digital space, and developing campaigns and multi-media productions. He also sits on the board of local arts organization Locust Projects.

Mr. Jacober has over three decades of design, marketing and journalism experience that he will bring to the Town of Palm Beach Marina branding project. Over the course of his career his work has been recognized for excellence from the Arango Design Foundation (Finalist, Arango Design Award for Emerging Talent, 2000), and the Design Center of the Americas (Designer of the Year, 2009). Under his direction, Jacober Creative won two Flagler Awards from Visit Florida: Best In Show & Gold “Henry” Award for the Surfside Visitor Guide in 2016. He will lead the Jacober Creative team in the Town of Palm Beach Marina branding and marketing project by directing all creative initiatives, from campaign development to new messaging initiatives.



## Daniel Peralta

Business Development Director

Mr. Peralta is a seasoned business development professional with a broad career highlighted by creative design, client relationship management and sales success. Part of the Jacober Creative team since 2010, he regularly flexes his industrial design and manufacturing background. Part of his role in the new proposal for the Town of Palm Beach Marina will be the project management of all trade show booth design, manufacturing, and marketing efforts, as well as the ongoing financial management of the project. His production, large format printing and trade show experience will help support all event activities.



## Luisa Jimenez

Director of Marketing & Brand Strategy

Director of Marketing & Brand Strategy Luisa Jimenez leads our team's efforts in marketing and market research. After studying marketing at Florida State University, she started her career in traditional advertising and marketing at Conde Nast Publications in New York, then continued her work with digital startups. Her strengths are in strategic planning, the future of media, and segmentation and targeting, and she blends creative vision, media expertise and marketing ability with a lifelong passion for innovation and excellence. Her progressive marketing initiatives for the Town of Surfside has led to two Best of Show awards from the Visit Florida Flagler Awards, recognizing excellence in destination marketing.



## Adriana Maz

Art Director & Graphic Designer

Ms. Maz has been with Jacober Creative since 2012, and has worked on all three tourism marketing campaigns for the Town of Surfside, which in 2016 won a "Visit Florida Flagler Award: Best In Show & Gold "Henry" Award." She is talented and recognized Art Director, and is skilled in illustration, editorial layout, lettering and branding designs. Ms. Maz has a BFA in Fine Arts and Graphic Design, Cum Laude. Born and raised in Miami, she will bring her experience of working with South Florida municipalities and her unique, creative eye to the Town of Palm Beach Marina.

**PRINCIPAL & CREATIVE DIRECTOR**

# Paul Jacober

California-raised and educated, Paul Jacober went on to hone his design skills in New York's publishing scene, then moved to Miami where he started building up a strong roster of clients in the arts and burgeoning real estate sector. He is experienced in graphic design, website programming, brand identity development, social media production, still and moving image production, small business management, and writing and editing for publication. He is computer proficient with Macintosh systems, Adobe Illustrator, Photoshop Indesign, Quark Express, Django CMS, Wordpress, Squarespace, Premiere, After Effects and php.

**PROFESSIONAL EXPERIENCE****Principal & Creative Director – Jacober Creative, 2001 to present**

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, was founded by Paul Jacober to provide creative and branding services for commercial and non-profit groups around the world. They work in the print and digital space, developing campaigns and video promotions large and small. With a full-time staff of nine and eight affiliated designers and programmers, the company has annual receipts of over one million dollars.

Clients have included Peloton, Venus Williams, SWATCH, Frost Museum of Science, JugoFresh, Miami International Film Festival, Miami Jewish Film Festival, Town of Surfside, Hong Kong Jungle Electronic Music Festival, ID PR, Malibu's Trancas Country Market, Menin Hospitality, Alliance for LGBTQ Youth, The HOMY Collective, Dominican Republic's Tropicalia Foundation, and New York's Point Foundation.

Unique Jacober Creative group art projects have included "IRL: In Reel Life Pop-Up," Miami Art Week movie-inspired installation at Miami Beach Cinematheque, and "High Tides: Tales of Mermaids, Mayhem & Miami Beach," a grownup "coloring book."

**Editor & Art Director – Miamigo, 1999-2002**

Founding Editor of this Miami Beach lifestyle weekly, as well as Art Director, responsible for layout, editing and production of this 40-plus pages periodical.

**Graphic Designer – Rubell Hotels, 1998-1999**

Principal graphic designer for Rubell Hotels, owner of such iconic Miami hotel properties as the Albion Hotel, the Greenview Hotel, and Beach House Bal Harbour, as well as the Rubell Collection, the owning family's renowned Wynwood gallery.

**Freelance Graphic Artist – 1998-2000**

Graphic artist for non-profit arts organizations and small businesses in Miami, FL. Clients included South Florida Arts Center, and Wire Weekly, among others.

**Editor-In-Chief – Newport News, 1996-1997**

This was a family-owned, start-up, weekly newspaper in Newport Beach, California. As Editor-in-Chief, responsible for all final copy, creating some original content, supervising a group of writers as well as the advertising department, and production and distribution. During this period the paper was certified (adjudicated) for acceptance of legal notices.

**Staff Writer & Assistant Art Director – Sun-Post, 1995-1996**

Worked as the principal staff writer and assistant art director for this weekly Miami Beach newspaper.

**Administrative & Production Assistant – Max Racks, 1994-1995**

Worked in a range of production capacities for this New York-based publishing and advertising company.

**Internship – Museums New York Magazine, 1994**

Editorial intern for this monthly general public magazine that covered and promoted New York City museums and galleries.

**Internship – Vibe Magazine, 1994**

Art department intern for this Quincy Jones-published and Jonathan Van Meter-edited downtown New York City monthly.

**Editor – Currents, 1993**

As editor of this Pepperdine University student magazine, art directed a special issue about the entertainment industry, including writing select articles, editing other student writers, and supervising overall production.

**AWARDS**

- Visit Florida Flagler Award, Best In Show & Gold “Henry” Award for Surfside, FL Visitor Guide (2016-2018)
- Honda L.A. Marathon Presented by K-Swiss, Apparel Design Contest Winner (2010)
- Design Center of the Americas (DCOTA), Designer of the Year (2009)
- Arango Design Foundation, Top Five Finalist (2001)
- Neenah Papers, Bronze Award for work for Rubell Hotels (1999)
- California Intercollegiate Press Association Best Magazine News Article, 1st Place 1993
- California Intercollegiate Press Association Honorable Mention Currents Magazine Design

**EDUCATION****Pepperdine University Malibu, California 1990-1993**

B.A. in Journalism

**COMMUNITY SERVICE****Locust Projects non-profit arts organization 2018 to present**

Member, Board of Directors

**DIRECTOR OF BUSINESS DEVELOPMENT**

# Daniel Peralta

Seasoned business development professional with a broad-based career highlighted by creative design, client relationship management and sales success. Able to integrate solid revenue and profitability results while identifying and capitalizing on business opportunities. Extended experience in new product development and high-profile client relations. Specialties include excellent negotiation skills; client relationship management; international business development; cold calling, networking and prospecting. Proficient in AutoCad and Illustrator. Bilingual in English and Spanish.

**PROFESSIONAL EXPERIENCE****Director of Client Development – Jacober Creative, 2013 to present**

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. During my time with this company I have brought in such clients as Plaza Construction, DFAS, SWATCH, 2R Creative, Jardens and Concacaf. They work in the print and digital space, developing campaigns and video promotions large and small. With a full-time staff of nine and eight affiliated designers and programmers, the company has annual receipts of over one million dollars.

**Director of Business Development – Asylum Marketing, 2010-2013**

Led business development initiatives to improve sales and revenue for this digital incentives marketing company that focuses on Latin America, with revenues of almost one million dollars during my first year. Focused on the development of marketing strategies and material, brand awareness and increase market penetration. Secured appointments with high-level executives. Drove and developed critical client relationships in the luxury, alcohol, visual arts, cosmetic, and consumer goods industries. Performed a key role in establishing the organization as a premiere provider of services throughout the Miami market.

**Industrial Designer – Displays by NHG, 2008-2010**

Directed the Design Department of this South Florida company to develop creative and profitable design solutions for display proposals according to client needs. Executed design solutions under style, manufacturability, packaging and shipping requirements to maintain secure profit margins. Developed design concepts by researching new materials and their applications as well as manufacturing processes that complemented production capacity and resources. Negotiated key component productions with suppliers to maintain or improve projected revenues as well as quality standards.

### **Sales & Production Manager – Diversified Displays of South Florida, 2003-2008**

Secured manufacturing contracts for this commercial displays company, including international groups such as France Telecom in El Salvador and Telefónica de El Salvador, and brought in national companies such as Macys/Federated Stores, among others. Developed and maintained a successful control system to minimize cost and maximize quality for specified quantities of manufactured goods. Ensured that designs maintained their integrity as manufacturing challenges arose in production. Developed and implemented production tracking and quality control systems, prepared operational reports to detect production problems, and scheduled maintenance activities. Managed twenty direct reports in production while directing and coordinating all manufacturing activities. Personally generated approximately \$150,000 in revenue from new sales each year.

### **Industrial Designer – Displays by NHG, 2008-2010**

Directed the Design Department of this South Florida company to develop creative and profitable design solutions for display proposals according to client needs. Executed design solutions under style, manufacturability, packaging and shipping requirements to maintain secure profit margins. Developed design concepts by researching new materials and their applications as well as manufacturing processes that complemented production capacity and resources. Negotiated key component productions with suppliers to maintain or improve projected revenues as well as quality standards.

### **AWARDS**

- Visit Florida Flagler Award, Best In Show & Gold “Henry” Award for Surfside, FL Visitor Guide (2016-2018)

### **EDUCATION**

#### **E.A.E. Business School Barcelona, Spain 1994-1996**

Masters of Business Administration

#### **University of the Arts Philadelphia, Pennsylvania 1988-1992**

B.A in Industrial Design

## DIRECTOR OF MARKETING & BRAND STRATEGY

# Luisa Jimenez

Marketing and branding professional with over a decade of professional experience. Experience with public speaking and press engagements. She leads our team's efforts in market research. After starting her career in traditional advertising and marketing at Conde Nast Publications in New York, she then continued her work with digital startups. Her strengths are in strategic planning, the future of media, and segmentation and targeting, and she blends creative vision, media expertise and marketing ability with a lifelong passion for innovation and excellence. Bilingual in English and Spanish.

## PROFESSIONAL EXPERIENCE

Director of Marketing & Brand Strategy – Jacober Creative, 2015 to present

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. Sources and pitches new clients in diverse industries, including lifestyle, real estate, hospitality, and non-profit, and drive revenue via the creation of new business proposals that answer clients' current and anticipated needs, while leveraging Jacober Creative's talent and resources. Develop and execute comprehensive marketing strategies that span social media, digital, communications, and experiential initiatives. Communicate directly with clients on needs and objectives, and translate those into actionable items for Jacober Creative team through detailed creative briefs. Analyze, optimize, and report on campaign metrics across all social and digital platforms, and ensure brand message consistency across all internal and external brand extensions. Direct and manage the public relations, SEO, social media, and copywriting teams, ensuring cross-platform initiatives work seamlessly, and supervise the project management of all new client work, ensuring all teams meet deadlines.

### **Marketing Consultant – Fashion Project, Bal Harbour Shops, 2015**

Conceived of and executed weekly cultural programming events for this costume and couture exhibition space, collaborated with PR contacts at key retail partners on press-worthy event activations, and built and maintained press, influencer/blogger, and talent relationships. Oversaw all social media efforts, from content creation to implementation and analysis. Wrote copy for press releases, marketing collateral, mailers and digital media.

### **Director of Business Development – TabbedOut, 2014 to 2015**

Launched operations in Los Angeles and Miami for TabbedOut, a mobile payment app developed for the hospitality industry. Secured partnerships with more than 50 notable hospitality partners. Helped develop and pitch "Liquid to Lips" direct-to-consumer marketing program to wine and spirit brands such as Bacardi, Grey Goose, Jameson, and Veev. Oversaw the hiring and development of various roles in the support team. Elevated the messaging and tone of social media and marketing collateral, generating a better brand experience for consumers and partners.

**Marketing & Business Development Director – OSL Holdings, Inc.: Equality Rewards, 2013**

Developed and executed a go-to-market strategy for this Los Angeles-based mobile cause marketing platform linking LGBT-friendly businesses, consumers, and non-profits. Supervised product launch, including merchant and user acquisition, content creation, event production, social media management and email marketing. Arranged and secured partnerships with crucial L.A. philanthropic and special interest groups such as L.A. Pride, Outfest, AIDS Project L.A. and the AIDS Healthcare Foundation. Prospected, pitched and negotiated deals with national retail and entertainment partners.

**Sales Curator – Gilt City Miami, 2010 to 2013**

Identified and maintained relationships with decision-makers at key retail, salon, spa, hotel and restaurant partners that for the luxury lifestyle site that offers memorable adventures and exclusive offers. Leveraged Gilt City's significant online, editorial, social media and event integration to develop and sell multi-faceted marketing plans to brand partners. Increased brand awareness and public outreach through relationships with prominent social, philanthropic, and press outlets.

**Advertising and Marketing Manager – Conde Nast Publications, 2007 to 2010**

Developed this Condé Nast magazine's local restaurant advertising sections by selling, prospecting and building relationships within the New York restaurant industry. Assisted in the organization and execution of various added value and client entertaining events. Began as advertising assistant at Bon Appetit Magazine and promoted to Marketing Manager overseeing accounts for Vogue, Vanity Fair, and SELF magazines.

**Marketing Manager and On-Air Personality – Azteca America, 2006 to 2007**

Guided clients through the planning and production of successful advertising campaigns for this Orlando, Florida Spanish-language television station. Managed trade show production, advertiser activations, and other special events.

**AWARDS**

- Visit Florida Flagler Award, Best In Show & Gold "Henry" Award for Surfside, FL Visitor Guide (2016-2018)

**EDUCATION****Florida State University Tallahassee, FL 2002-2006**

Marketing with an emphasis in Multinational Business

**ART DIRECTOR & GRAPHIC DESIGNER**

# Adriana Maz

Adriana Maz is an Art Director and Designer, with specialties in branding, editorial layout, lettering, illustration and type design. Technical skills include Adobe CC (Ps, Ai and In), Microsoft Office, Sketch and Squarespace.

**PROFESSIONAL EXPERIENCE****Lead Art Director and Designer – Jacober Creative, 2012 to present**

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. As the lead art director and designer, manage multiple projects, conceive, design, and develop new and existing brands across all platforms in print, web design, social media, and content creation. Work with team members throughout the creative process, from concept generation to final implementation, and set visual branding for print and on-line/digital imagery. Establish style guides for production personnel to follow to achieve a high standard of design with consistency and speed. Worked on all three tourism marketing campaigns for the Town of Surfside, which between 2016-2018 won "Visit Florida Flagler Awards: Best In Show & Gold "Henry" Award."

**Graphic Designer – Multimedia Marketing Associates, 2009-2012**

Worked for this Pembroke Pines, Florida-located marketing firm on print layout of government marketing materials, mainly focused on State outreach for park and wildlife awareness. For digital platforms, designed the U.S. Army Corps of Engineers app, and designed interactive touch screen graphics for the OWW Visitor Center. Designed graphics for video content., and oversaw production of government informational videos. Additionally, worked with team and production company to create two exhibits for the Okeechobee Waterway Visitor Center, including creating informational and interactive graphics.

**Junior Graphic Designer – Onerockwell Studio 2008-2009**

Created fashion and lifestyle brand print catalogs and marketing material, as well as did apparel photography for print and e-commerce, for this graphic design studio located in Coral Gables, Florida.

**Junior Graphic Designer – Can I Have Your Attention (CIHYA), 2008-2009**

Created print marketing material and package design for new and existing brand, as well as did lifestyle and product photography for print and e-commerce, for this graphic design studio located in Miami Beach.

**Junior Graphic Designer – Arrso Restaurants 2008**

Print and digital flyer design for local nightlife events, and marketing materials for restaurants Arrso and Karu & Y located in the Design District Miami, FL.

## AWARDS

- Visit Florida Flagler Award, Best In Show & Gold “Henry” Award for Surfside, FL Visitor Guide (2016–2018)
- Dribbble Miami, Guest Speaker, discussing work in lettering and illustration (2016)
- American Recreation Coalition Beacon Awards, Exhibition Design, Lake Okeechobee Visitor Centers (2011)
- Bronze Telly Award for Digital Illustration, provided digital illustrations for motion graphics used in award-winning video (2011)

## EDUCATION

**Miami International University of Art & Design Miami, Florida 2005-2009**

B.F.A. in Fine Arts in Graphic Design, Cum Laude

**LEAD DEVELOPER**

# Kerry Burt

After relocating to Florida from England, Kerry's background began in accounting, specializing in computer systems design and installation. After teaching classes in computerized accountancy and information technology, she began work in programming for the internet. She currently leads an expert team of web developers for the Miami Beach-based Jacober Creative. Her platform of choice is Django, due to its elegance and the powerful, yet simple, CMS it offers to clients.

**PROFESSIONAL EXPERIENCE****Lead Developer- Jacober Creative, 2014 to present**

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. As Lead Developer, I recruit and manage a team of expert developers with expertise in all areas of modern web technologies. Responsible for project architecture design, feasibility, planning and scheduling. Work closely with design team during all phases of the web development process. Manage all technical project trafficking, testing and quality assurance. Manage version control and on-going updates for Jacober client sites. Provide client CMS training and ongoing support. Front end and backend programming as required.

**Project Manager - Recognition Media, 2001 to 2013**

This Florida-based boutique web design company serves clients worldwide. As Project Manger, I managed, launched and built websites and administration systems for clients. I worked with a wide range of clients from local companies to multinational organizations, developing and maintaining solid ongoing relationships with clients. Was responsible for project planning, staff asset organization and scheduling, oversee all conceptual systems, designs and usability planning. I managed all project trafficking, content control and project launch deadlines, including providing CSS, HTML, JS, .NET, Python, Django.

**Director - Fast Forward Publishing, 1999-2001**

Produced music DVD's filmed on location in Miami, London, Ibiza and Puerto Rico for worldwide retail as part of this South Florida-based company. Was responsible for music licensing, DJ sourcing, film-shoot location planning and direction. Liaised with film editors and design staff to create finished product, cover designs and supporting materials.

**Operations Consultant - The South Beach Group, 1997-199**

Contracted to open and implement operational systems for two partially renovated Art Deco hotels for this hospitality company. Created and implemented successful information systems. Hired, scheduled and trained all members of staff including department heads. Was responsible for accounting, profitability, budgeting, forecasting and financial planning.

**Director of Operations – Park Washington Development Company, 1992-1997**

Managed operations of three hotels based in South Beach for this hospitality company. Developed and implemented operational structure and departmental procedures, and installed and supported all information technology systems. Hired, trained, evaluated and managed all staff members including department heads. Was responsible for accounting, profitability, budgeting, forecasting and financial planning. Created loyal customer base with repeat business annually.

**Computer Sales Team Leader – MJN Technology, 1990-1992**

Sales team member for a large direct sales computer manufacturer based in Cheltenham, U.K., including telephone and direct sales of computer desktop and network systems to home, business and institutional buyers. Honored as top salesperson for the both years with the company.

**IT Consultant – Spiral Business Systems, 1990-1992**

Contracted to install and train staff members on computer systems for an office supply company based in Cheltenham, U.K. Provided full investigation and analysis of existing company methods and procedures and offered recommendations prior to installation. Systems installed included a UNIX order processing system for stationery sales and stock control, a PC based accounting network system and database and job costing systems for service plans.

**Computer Systems Support – Advantage Business Systems, 1988-1989**

Setup a new division with this U.K. company to provide computer sales, installation and training to local businesses.

**Computerized Accounts Consultant – Robin Oliver & Company, 1987 – 1988**

Assisted clients of this U.K. accounting firm to computerize their existing accounting systems.

**TEACHING**

Have taught computerized accountancy to small business owners, and information systems to HND students (UK – Higher National Diploma) for the Gloucestershire College of Arts & Technology.

**EDUCATION****Gloucester College of Arts & Technology Gloucester, U.K. 1982-1984**

B.A. in Industrial Design

**GRAPHIC DESIGNER**

# Nicole Jeske

Creative graphic designer skilled in Microsoft Office, illustration, HTML, CSS, and Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Flash, Premiere Pro). Trained photographer. Fluent in English, and conversational Spanish.

**PROFESSIONAL EXPERIENCE****Graphic Designer - Jacober Creative, 2018 to Present**

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. Responsibilities include strategizing, branding and creating original photographic content for social media; creating supporting branded collateral and print ads; and UX and layout, web maintenance, and web banners for digital platforms.

**Graphic Designer - NM+U, 2016-2018**

Worked at this Miami-based design studio focused on international franchises and travel brands. Responsibilities included campaign concepts and execution; UX and web layouts and banners, and social posts for digital platforms; print ads, marketing materials, billboards, and event booths; storyboarding and producing short-form video content; strategizing, branding and creating original photographic content for social media; and overseeing and directing lifestyle and food photo shoots.

**Graphic Designer - StudioGood, 2015-2016**

Worked at this Dallas-based design studio with a range of clients, including non-profits, start-ups and large corporations. Designed UX and illustrated a children's Spanish learning app. Created logos, brand guidelines, websites, paper collateral, business cards, letterhead, and direct mail pieces for a variety of clients. Worked in social media designing posts, ads and social skins.

**Graphic Designer - Center for Child Protection, 2014-2015**

At this non-profit Austin, Texas social service organization, contributed and created the design for invitations, complimentary print pieces, print and digital ads, and out of home pieces for four major successful fundraising events. In addition, assisted with design and creation of new website; created, designed and edited HTML in Constant Contact emails; worked with a local ad agency to create a campaign to raise awareness of child abuse in the Austin community; and edited a promotional video for fundraising events.

**EDUCATION****University of Texas Austin, Texas 2010-2014**

B.S. in Advertising, Minor in Spanish

**GRAPHIC DESIGNER**

# Nicolette Connell

Jacob Creative's West Coast Art Director has been an instrumental part of the team since 2010. Since starting as an Graphic Designer in 2010, she's lead the way with our most avant-garde illustration and conceptual projects. She's lead several of Jacob Creative's most visible clients like the Jungle Electronic Music Festival based out of Hong Kong, JugoFresh, and the ABAE hotel in South Beach.

**PROFESSIONAL EXPERIENCE****Freelance Art Director - Jacob Creative, 2012 to present**

For Jacob Creative, Nicolette's role has evolved from designer to Art Director. Her skills include typography, branding and identity, layout design, and illustration. Custom hand-lettering and design for advertising, packaging, editorial, print and web are also her specialties.

She's spearheaded our Hong Kong based client, Jungle Electronic Music Festival, Miami's well-known JugoFresh, and illustrated Jacob Creative's coloring book, "High Tides: Tales of Mermaids, Mayhem, and Miami Beach," as well as developed storyboard and advertising concepts for The Town of Surfside with our current team.

**Graphic Designer - Jacob Creative, 2010 - 2012****Graphic Designer - Ronin Advertising, 2007 - 2010**

Creating marketing materials including online and print newsletters, event marketing materials, brochures, direct mail postcards, Powerpoint presentations and information graphics, and digital designs for social media and websites.

**EDUCATION**

Flagler College, St. Augustine, FL, 2004 - 2007  
B.A. in Graphic Design

## MOTION GRAPHICS &amp; VIDEO

# Ricardo Lizama

Ricardo has been Jacober Creative's source for video production and motion graphics since 2014. He's highly experienced in all facets of multimedia production and brings over 26 years of experience to the team.

## PROFESSIONAL EXPERIENCE

### **Video and Motion Graphics Editor – 2014 to Present**

Manages the editing and creation of audio-visual productions for Jacober Creative, including TV Commercial Spots, business communication videos, and social media videos and illustrated motion graphics. Helps develop concepts, scripts, storyboarding, and preproduction coordination. Designs and implements product marketing plans for social media and affiliate network dissemination.

### **Production Director SVFussion – 2016 to Present**

Developing customized 2D animations and compositions for small kiosks, presentations, promos, ads and infographics. Including specialized highly demanding animation scripts.

### **Director of Executive Director of “SISTECA” – 2006 to date**

Developing the first electronic advertising network in El Salvador and Central America named PubliDesktops, which is based on the installation of remote display of electronic ads and banners directly on the desktop of a network of more than 65 cyber cafes in San Salvador metropolitan area, with approximately 800 machines and penetration of 560,000 people per month. Publidesktops has recently won THE CENTRAL AMERICAN AWARD OF TECHNOLOGICAL INNOVATION, organized by the GTZ (German cooperation Corporation) and ESEN.

### **Manager of Production & Transmission Center (CPT) Infocentros Association – 2001 to 2005**

Developing: Online training courses, video conferencing systems, audio and video production for Internet Applications and Multimedia presentations, marketing plans design of such services, personnel management and coordination of production and sales.

### **Production Manager and owner of “Ilusion Multimedia” – 2002 to date**

Consultant on all levels of business Developing: Audiovisual Production , TV spots, radio spots, CD's and Multimedia Presentations, Graphic Design and Layout, and Special Events Technical Assembly. References of customer portfolio: Banco de América Central, GTZ (German Cooperation Organization), Coexport, FUSADES, UNILEVER of Central America, UNICEF, USAID, Kimberly Clark, Shell, ABANSA, Banco Agrícola, Industrias La Constancia, PNUD, Grupo Santillana, ETESAL, AES, Corsatur. Ministry of Health, Ministry of Economy, Ministry of Education, Ministry of Public Works, ISSS, Asociación Infocentros.

## SEO & DIGITAL MARKETING

# Greg Shaughnessy

Greg Shaughnessy focuses on search marketing and specializes in lead generation for the highly competitive financial services industry. With years of experience and a broad skill set, he covers all facets of marketing in a myriad of industries.

## PROFESSIONAL EXPERIENCE

**Owner/President – Sea Green Marketing, 2003 to present**

Greg founded a full service digital marketing agency that offers Search Engine Optimization, Pay-Per-Click and Social Media services. In his role as President of the company, Greg manages a team of up to ten contract employees and thirteen clients. Duties include: creating and executing custom marketing strategies for clients in various industries, with a primary focus on lead generation in the financial services sector. Greg has overseen \$5.2 million in Pay Per Click advertising, guides clients to high rankings for keyword phrases, has recovered sites from Google manual penalties, maintained rankings through multiple changes and algorithm updates, manages relationships with vendors, works with WordPress, Microsoft office, Google Business Apps, Google Analytics and Webmaster Tools and SEOMoz, and hosts SEO diagnostic tools.

**VP of Marketing/Marketing Director – Various, 2003 to present**

Greg holds these titles as a contract employee for several multimillion dollar companies, leading their entire digital marketing efforts and SEO, including AFYI Holdings Group, LLC and SpoolTek Lures, LLC.

**Web Developer – Progressive Insurance Company, 2000-2004**

Worked remotely from Miami as a web developer for this Ohio-based company, leading their in-house search engine optimization effort. The company's website held the top ranking in all three major search engines for "auto insurance" and "car insurance" during his tenure with them.

## EDUCATION

**Ohio University Athens, Ohio 1995-1999**

B.S. in Business Administration

Major: Management Information Systems Minor: Interpersonal Communication

## PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

**Social Media Marketing Society** Member

**Moz Pro** Member

**BUSINESS & MARKETING ASSOCIATE**

# John Garcia

John is a seasoned professional with over 15 years of Marketing and Branded Content experience. He started his career in the advertising industry in New York as a Media Director focusing on Strategic Planning for global and local brands targeting Multicultural consumers. His experience on the agency side and his interest in becoming a brand storyteller have shaped his professional path and he has become a commercial content solutions partner for clients in the U.S. and Latin America markets.

**PROFESSIONAL EXPERIENCE****Business Development – Jacober Creative, 2019 to Present**

This award-winning boutique design and marketing firm, located just off of Miami Beach's Lincoln Road, provides creative and branding services for commercial and non-profit groups around the world. Responsibilities include strategizing, business development, marketing, and sales.

**Founder, Chief Marketing & Branding Officer - Roundabout Marketing & Consulting, 2017 to present**

Lead the creation of client brand strategies and operational readiness initiatives as leader of an independent marketing firm. Manage the creative strategy and vision, driving the development of end-to-end brand architectures; print, digital, social, and experiential planning and advertising; and integrated communications.

**Advertising Sales Solutions Manager • US Hispanic & Latin America Markets • Brand Marketing & Creative Solutions – Discovery Communications, Inc., 2011-2017**

Directed the development and execution of multiplatform commercial brand growth strategies for advertisers targeting the US Hispanic and Latin American markets, with responsibility for the development of brand partnerships, sponsorships, and integrated content. Partnered with internal sales teams, agencies, and brands on the conceptualization of cross-platform marketing campaigns, directing creative and brand teams on the creation of brand architectures and solutions to promote advertiser brand values and voice. Led cross-functional teams on development of client briefs, budgets, and campaigns.

**Associate Media Director – Mindshare (A WPP PLC Company), 2010 to 2011**

Led strategic planning and creation of media plans for portfolio of national accounts, including Sprint Wireless, Castrol Oil, CVS, and Regions Financial. Conducted research, data analytics, segmentation studies, and developed consumer insights for multicultural markets.

**US Hispanic Media Supervisor – The Vidal Partnership, 2004 to 2010**

Promoted to direct media planning for portfolio of accounts from strategy development through execution. After leading the media planning and buy for Sprint/Nextel and Nissan Motors, led the integrated media/marketing planning process, and collaborated in development of short- and long-form branded entertainment branding and advertising solutions.

**EDUCATION****Zicklin School of Business – Baruch College of the City University of New York,  
New York City**

B.B.A. in Marketing Management

**Miami Dade College, Miami**

A.A. in Film, Television & Radio Production

**CERTIFICATIONS****Interactive Advertising Bureau**

IAB Digital Media Sales Certification

**United States Sommelier Association**

Sommelier Certification

## WRITER

# Robert Rosenberg

Experienced in all aspects of film and arts programming, professional writing, marketing, publicity, arts management, event production, fundraising, and grant seeking, as well as a track record as filmmaker and film teacher. Fluent in English, as well as conversational and basic written Spanish, and skilled in writing and editing in English. Computer proficient with Macintosh and IBM systems, Microsoft Office, Constant Contact, social media platforms, databases and website content management.

## PROFESSIONAL EXPERIENCE

**Film and Arts Programming & Management – Tropical Wave Media, 2002 to present**  
Through own Tropical Wave Media, providing marketing, writing, programming, fundraising and production services on a consultant basis for diverse arts and film groups, nationally and in the South Florida area. Clients have included Breaking Glass Pictures, Broward County Film Society, Cinema Detroit, Symon Productions, KiwiArts, FUNDarte, Dance Now, Orchestra Miami, Entertainment Industry Incubator, Florida Dance Association, City Theatre, Karen Peterson and Dancers, Jacober Creative, 7 Stages/Scott Turner Schofield and Miami Beach Arts Trust. 2002 to present.

### **Booking & Marketing – Outsider Pictures, 2016 to present**

Working for Outsider Pictures, a distributor and international sales agent that represents in for U.S. theatrical and festival releases, and TV and digital markets, with an emphasis on films from Latin America and Spain. Responsibilities include U.S. theatrical booking, marketing, filmmaker liaison, international acquisitions, and booking and managing national and regional talent tours for select projects. Films worked on have included Marshland, Carpinteros, No Dress Code Required, The Last Suit, El Alien y Yo, The Bride, Wedding Doll and The Vessel. 2016 to present.

### **Founding Director – Coral Gables Art Cinema, 2010 to 2014**

The Cinema is an independent non-profit movie theater and cultural center that opened in the fall of 2010 in the Miami metropolitan area. Responsible for organizational development, programming, marketing and public relations, event production, grant writing and other areas. Total ticket sales reached almost 50,000 per year with a one million dollar cash budget as one of the leading art house screens in the Southeast United States.

### **Associate Director – Tigertail Productions, 2006 to 2008**

Responsibilities for this Miami presenter and producer of contemporary performances in dance, music, theater and the literary arts. Included programming, marketing, publicity, e-marketing, audience development, event production, technical coordination and some development.

### **Producer – Discover Miami, 2004 and 2006**

This was a multi-site music and arts event showcasing Miami's historic neighborhoods and varied cultural traditions, including Latin, Haitian and Jewish arts. Responsibilities included programming, marketing, publicity, e-marketing, audience development, event production, technical coordination and some development.

**Founder/Programmer/Festival Director - Miami Gay & Lesbian Film Festival, 1998 to 2002**

Founder of this annual festival in Miami Beach and other locations. Primary programmer and producer, including coordination of all marketing, publicity and audience development; and overall festival coordination and institutional development. In four years went from start-up non-profit to an audience of more than 12,000 and a budget of over \$400,000, with major media coverage and industry recognition.

**Founder/Programmer/Festival Director - Miami Gay & Lesbian Film Festival, 1998 to 2002**

Founder of this annual festival in Miami Beach and other locations. Primary programmer and producer, including coordination of all marketing, publicity and audience development; and overall festival coordination and institutional development. In four years went from start-up non-profit to an audience of more than 12,000 and a budget of over \$400,000, with major media coverage and industry recognition.

## FILM PRODUCTION HIGHLIGHTS

**Director/Producer - BEFORE STONEWALL: THE MAKING OF A GAY AND LESBIAN COMMUNITY**, a feature length documentary film in theatrical release 1986-87 in the U.S., Britain, and other countries; broadcast on national PBS, Won national Emmy Award.

**Director/Co-Producer/Editor/Camera - WOMEN OF HOPE: LATINAS ABRIENDO CAMINO**, a video that tells the story of Latina women in the United States today through portraits of twelve unusual women who have broken new ground in their lives and achievements. In film festivals and on public television 1996.

**Consulting Editor - POR LOS CAMINOS**, a feature documentary about one Nicaraguan-American's journey back to his war and poverty-ravaged homeland. U.S. premiere at Miami International Film Festival, 2005

## TEACHING

Taught filmmaking, film studies and grant writing as adjunct and guest lecturer at New School for Social Research, Alliance Film and Video Cooperative, Hampshire College, Hunter College and Florida Film Institute.

## AWARDS & GRANTS HIGHLIGHTS

As an individual: Emmy, for Before Stonewall, Lambda Award for service to the community, Individual Artist Fellowship from New York Foundation for the Arts, Individual Artist Fellowship from State of Florida, and Community Service Award from Dade Human Rights Foundation. Organizational support: Miami-Dade County, State of Florida, Knight Foundation, Miami Foundation, Sloan Foundation, Corporation for Public Broadcasting and New York State Council on the Arts.

## EDUCATION

**New School for Social Research/Parsons, New York City, 1979-1980**

Film production and studies

**Hampshire College, Amherst, Massachusetts, 1973-77**

B.A. in Human Biology and Public Health



SECTION 4

# Current Contracts

# Featured Clients

---

“When it comes to understanding how to capture the essence and market a destination, neighborhood, municipality or product — nobody offers as diverse a selection of visually elegant and effective solutions as Jacober Creative.

Nobody does it better.”

**Duncan Tavares**

Assistant Town Manager and  
Former Director of Tourism, Surfside, FL



THE CITY OF SUNNY ISLES BEACH



EDDIE IRVINE HOMES



FLAMINGO PARK TENNIS CENTER  
MIAMI BEACH







# Current Clients

---



THE CITY OF SUNNY ISLES BEACH



CRESCENT HEIGHTS



MENIN  
HOSPITALITY



FLAMINGO PARK  
TENNIS CENTER  
MIAMI BEACH

PEEKABOO<sup>™</sup>  
ICE CREAM + HIDDEN VEGGIES



PLAZA  
CONSTRUCTION

*Surfside*  
FLORIDA  
MIAMI'S UPTOWN BEACHTOWN

WellAway<sup>®</sup>  
Keeping You Well, While You're Away.<sup>®</sup>

*Star*  
*yacht*  
GROUP

**TYKO**  
SIGN GROUP



## SECTION 5

# Projects comparable to size and complexity

# Surfside

FLORIDA

---

MIAMI'S UPTOWN BEACHTOWN



## TRAVEL &amp; TOURISM

## Surfside, FL

**OBJECTIVE:**

The Town of Surfside needed to reposition itself alongside a new wave of luxury developments that were being constructed along its shores. Located on the ocean in Miami-Dade County, just north of South Beach, they were promoting their locale as one suitable for more upscale, luxury consumers, as well as discerning families looking for a cosmopolitan beach escape. Surfside needed a full package - from a refreshed logo to ad campaigns to an updated website.

**RESULTS:**

Over the course of several years, Jacober Creative addressed the Town of Surfside's destination marketing needs from several angles, always improving and refining the messaging with each subsequent campaign. In 2015, we introduced "Simply Surfside." 2016 saw a new brand, tagline and direction introduced in "Uptown Beachtown," and most recently, the evolution of that in the "Fab, Fit, Fam" campaign.

**SCOPE OF SERVICES:**

- Travel campaign concept & execution
- Campaign photography
- Website design & programming
- Marketing strategy
- Social media development

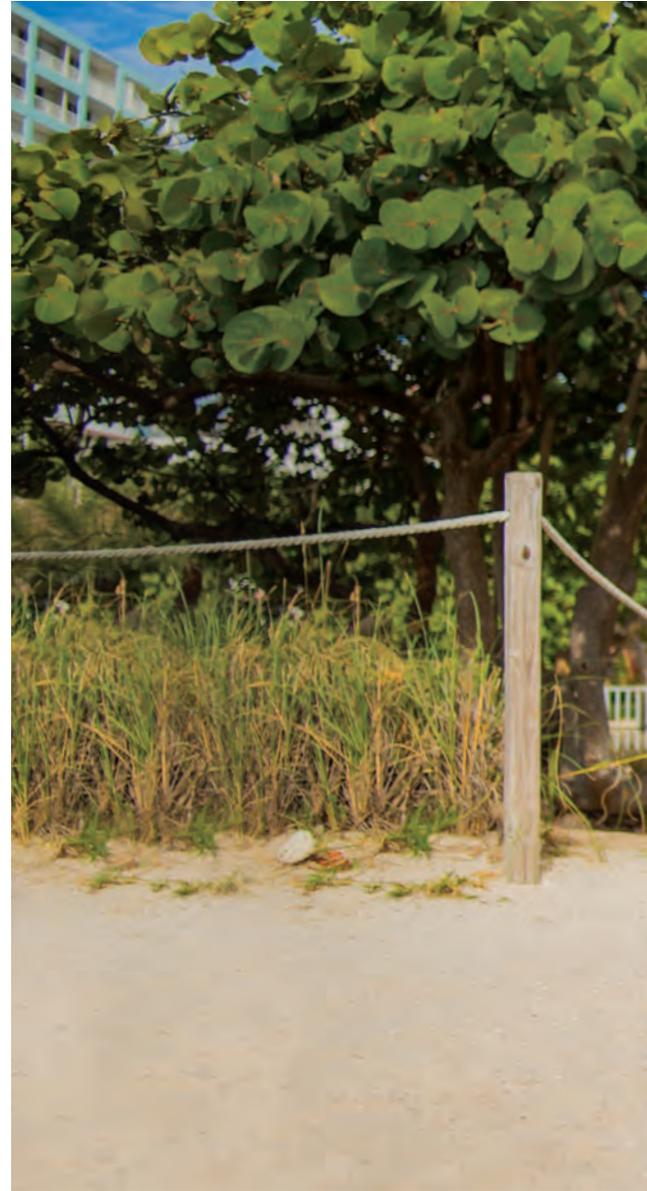
**"SIMPLY SURFSIDE" CAMPAIGN****"UPTOWN BEACHTOWN" CAMPAIGN****"FAB. FIT. FAM" CAMPAIGN**

## CAMPAIGN

# Simply Surfside

In 2015 we created Surfside's first ever marketing campaign to highlight the Town as an emerging destination in South Florida, "Simply Surfside." Jacober Creative developed the new "Simply Surfside" tagline, and built a multi-media campaign around it.

The intent was to say something simple about the unique and inviting elements of the town. A catch phrase was needed that was easy to retain and very memorable. "Simply Surfside" was the umbrella concept, with additional slogans branching off from there: "Simply Delicious," "Simply Special," "Simply Effortless" and "Simply... A Great Getaway." We developed new photography, graphic typography, ads and copy taglines to showcase the Town of Surfside. The tourism campaign involved a model, a hot vintage car, simple art direction and styling with a retro-forward undertone. Bright, fun and energetic, the visuals were helping redefine what it meant to live in and travel to Surfside.



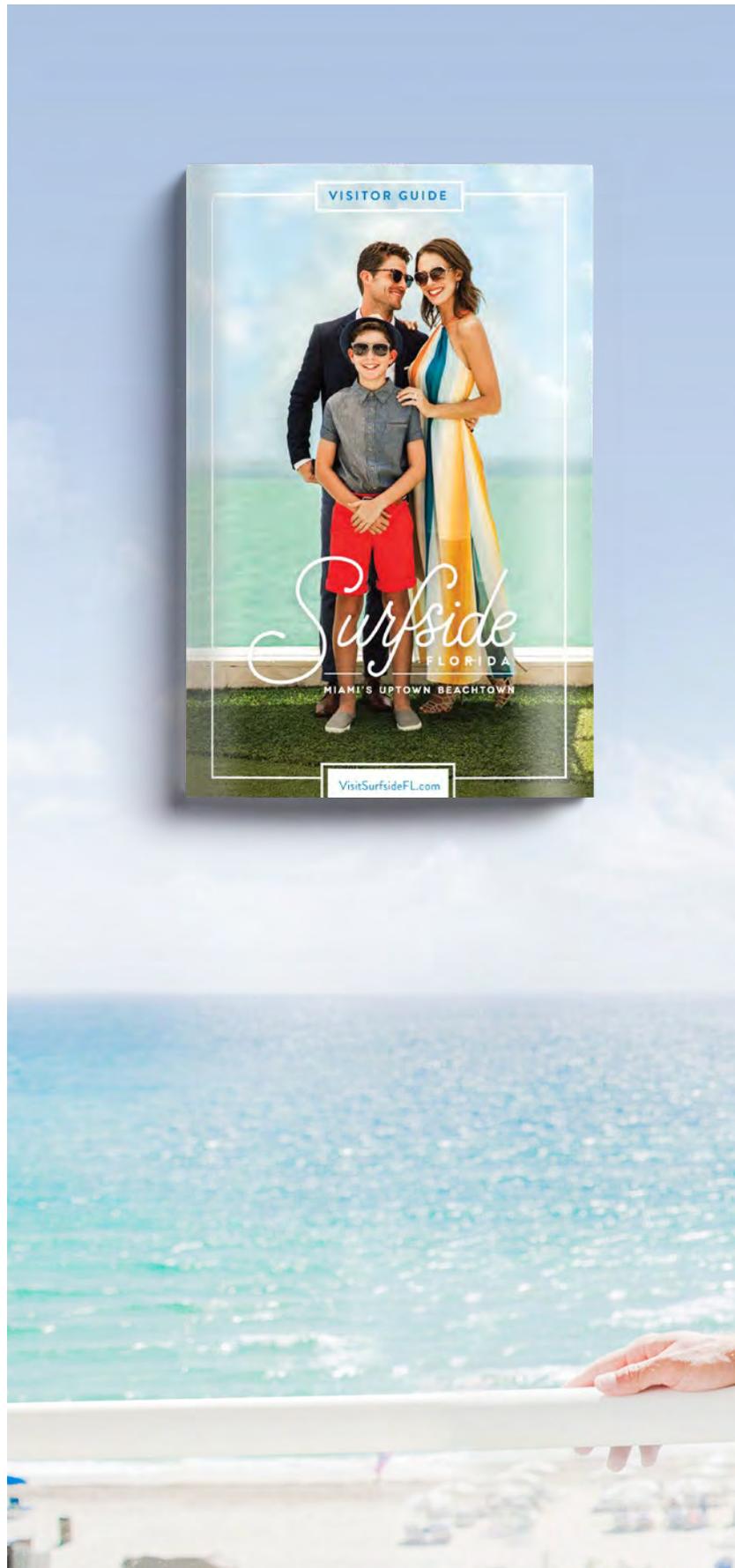
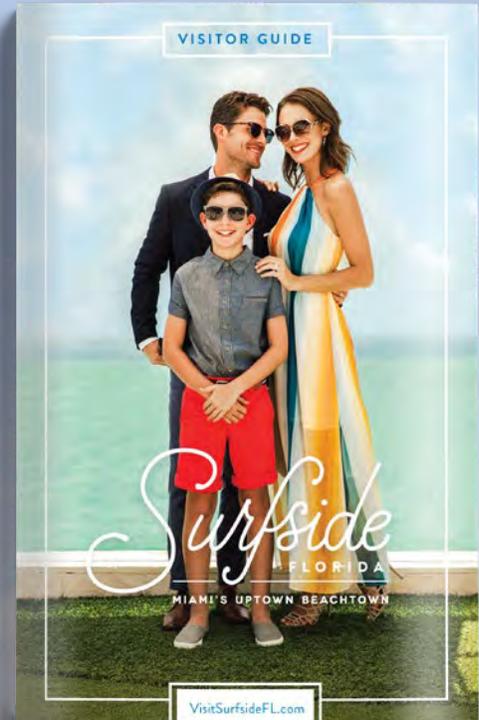


## CAMPAIGN

# Uptown Beachtown

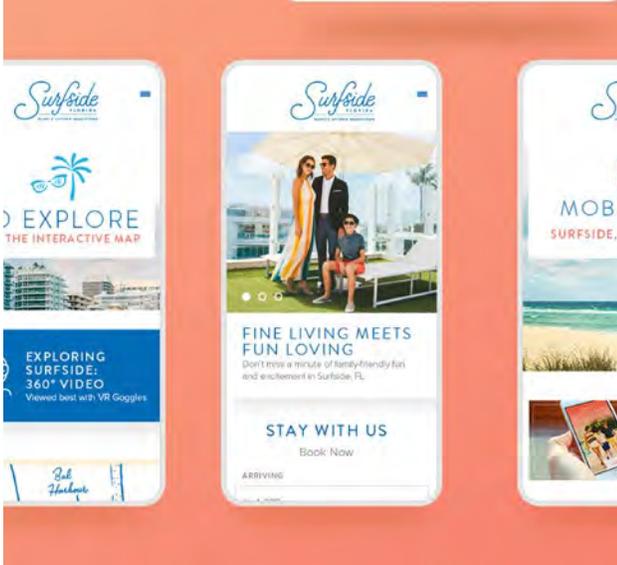
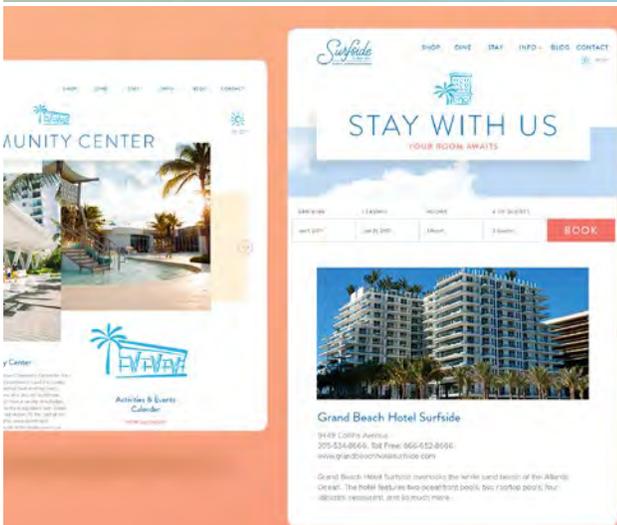
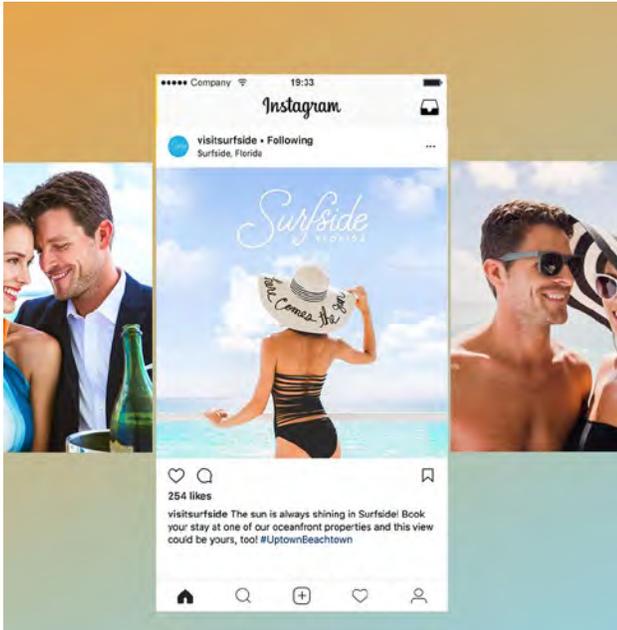
In 2016 we created “Uptown Beachtown.” To better align with the new wave of luxury developments happening in Surfside, Jacober Creative designed a newly refreshed Surfside brand, with a fluid retro-meets-ocean-wave look, and a bold color palette that is carried through in all the materials.

In addition, we created a host of hand-drawn illustrations that play off the logo, to evoke restaurants, shopping, beaches, real estate and more, for use in ancillary collateral. We interpreted the “Uptown Beachtown” slogan in a series of diptych type ads, for which we provided the concept, photography and art direction. The left side shows a fashionable, more luxurious, “Uptown” activity, and the right side shows more of a beach vibe, a casual and family friendly one. Two sides of the same Surfside. We handled the relaunch of the Surfside tourism site and isolated elements for a mobile app.

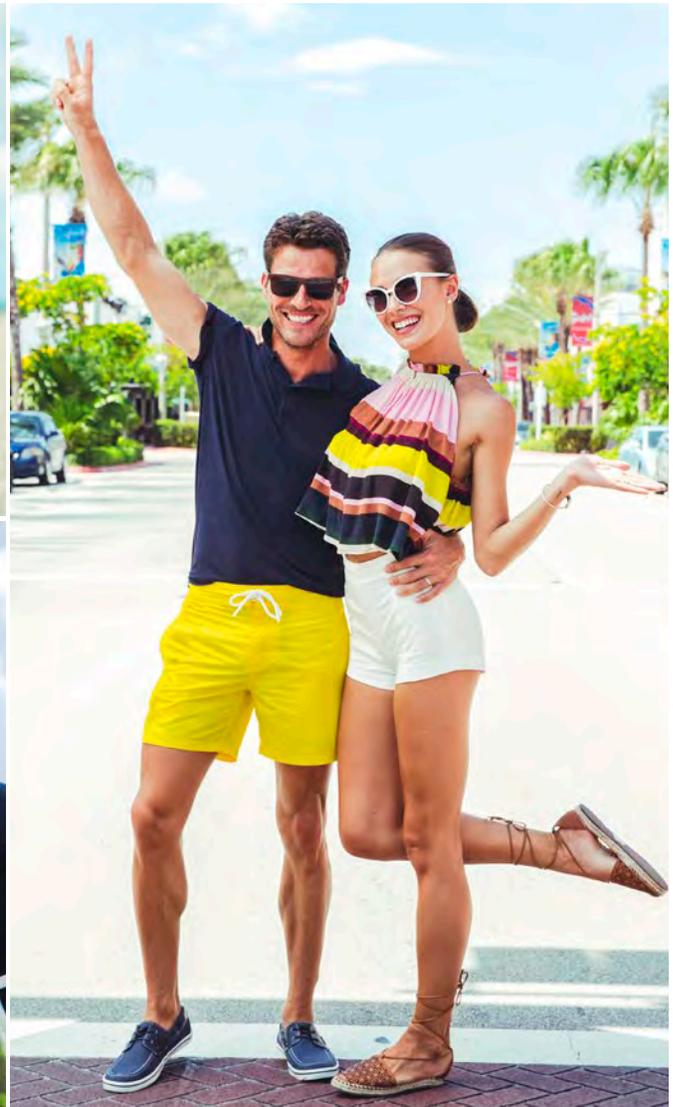




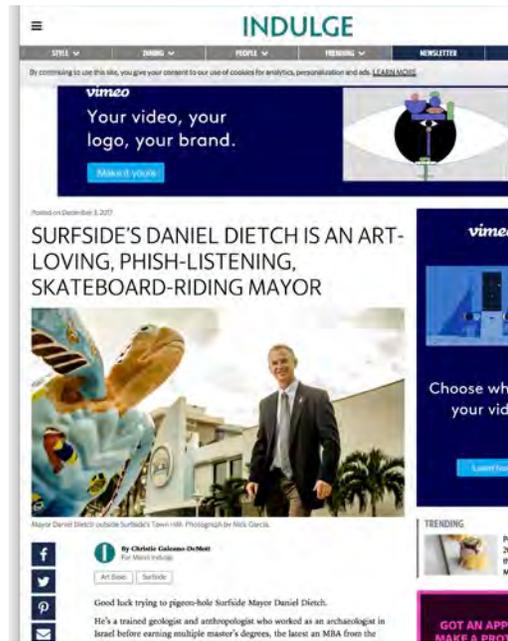
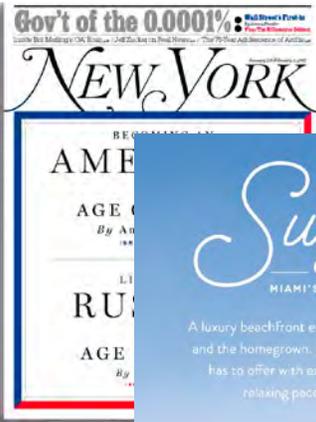
# Social Media, Website, & Brand Guidelines



# Campaign Photography



# Advertising & Public Relations Strategy



# Media Planning

*NEW YORK*

**AFAR**

**INDULGE**  
Luxury Magazine

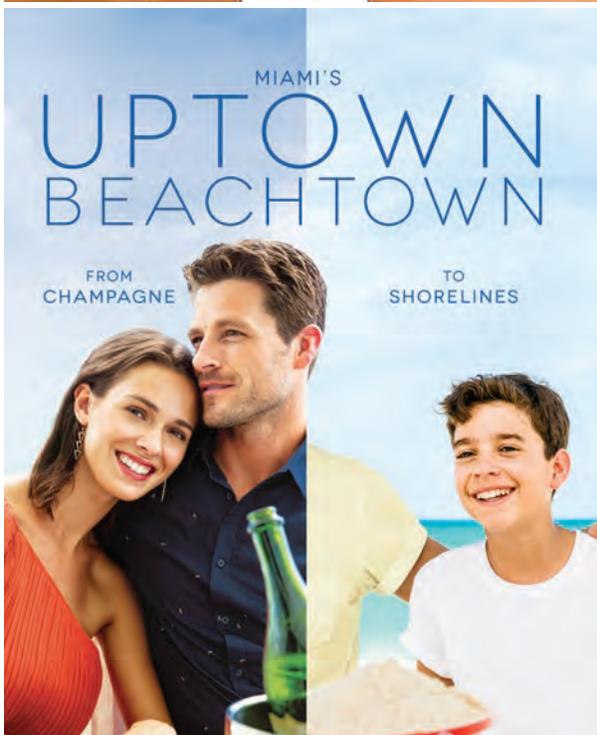
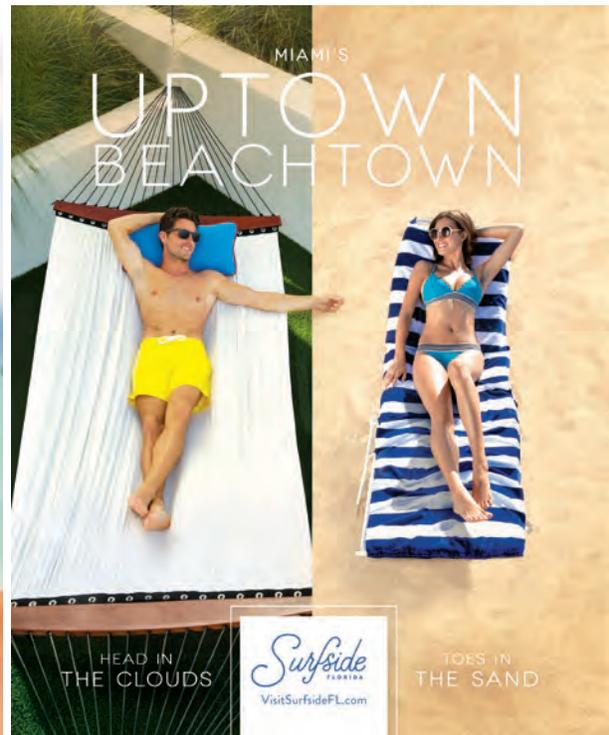
**CHICAGO**  
MAGAZINE

**(CULTURE)**

*The Miami Herald*

CONDE NAST  
**Traveler**

**American Way**

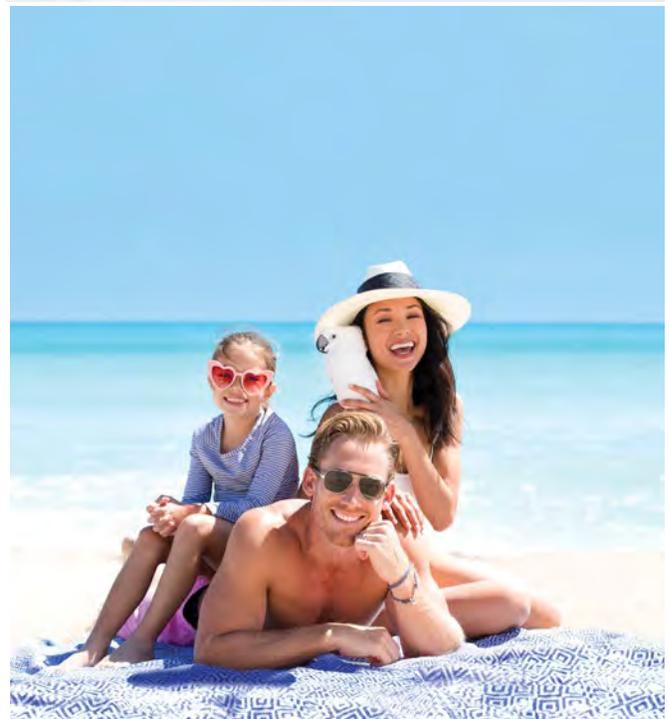
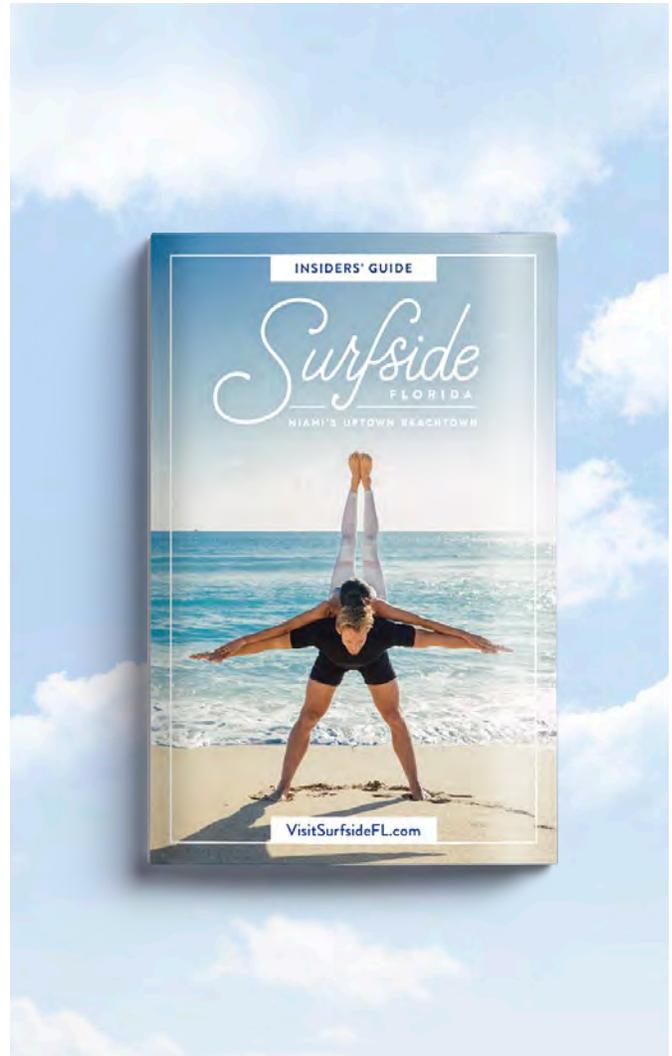


## CAMPAIGN

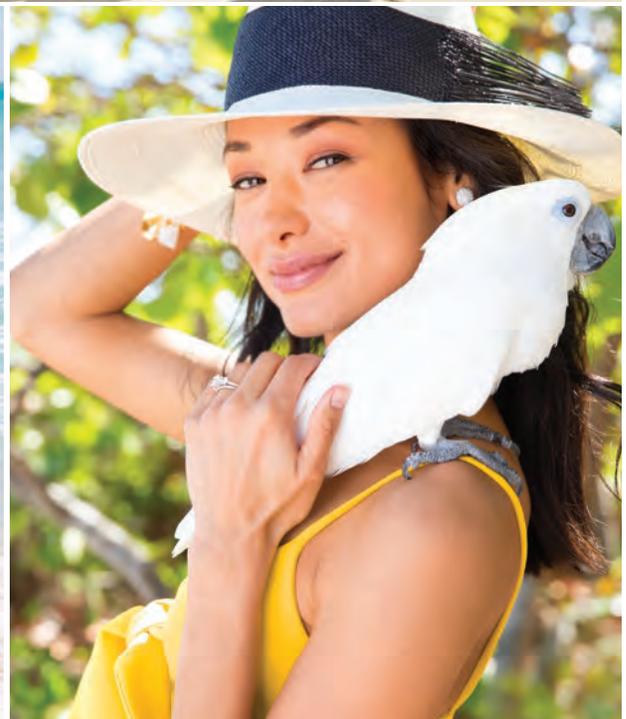
# Fab. Fit. Fam.

And in 2018 we created “Fit for Families and Fabulous for Everyone.” Identifying a need to further the Town of Surfside’s messaging to better align with evolving tourism trends, we incorporated an emphasis on wellness, family time, and outdoor activities in our messaging.

An evolution of the “Uptown Beachtown” theme with a fit and fabulous spin, we worked from concept (storyboards) to implementation (a 12-hour shoot that included underwater and aerial photography), capturing four main locations and seven different scenes: Beach Fitness (both casual and dressed up), Beach Fun & Frolicking, Beach Picnics, Family Bike Path Time, Family Time at the Community Center, and Tennis. We created images that were unique and dynamic — showcasing themes of family, fun and wellness while featuring Surfside’s beautiful natural surroundings.



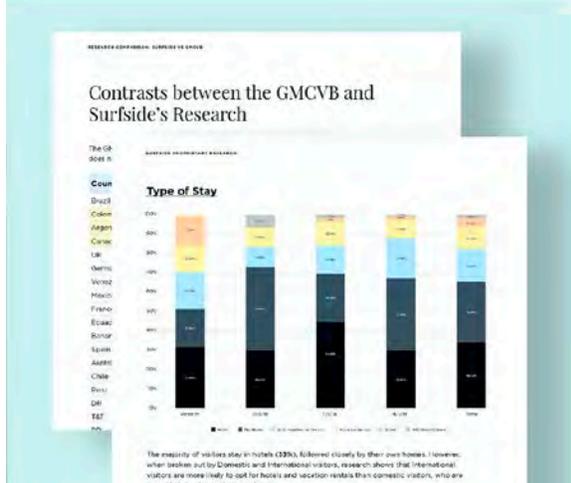
# *Fit for Families & Fab For Everyone.*



# Campaign Photography



# Market Research & Strategy Plan



### The three highest scores:

- Unhurried Pace
- Beach
- Restaurants

### The three lowest scores:

- Community Center
- Traffic
- Parking

Average Age of Visitors

## 43

46% are 35-54, 25% are 55+

Net Promoter Score (NPS)

## 55%

How likely is it that you would recommend Surfside to a friend or colleague?

## 72%

Responded positively online

# Public Relations Strategy

**BEACH RENOURISHMENT PLAN:** Jacober Creative worked on developing a detailed messaging and communications strategy to deal with the extensive disruption to oceanfront access due to the U.S. Arm Corps of Engineers beach renourishment efforts in the Town of Surfside. The goal was to bring the community – residents, hotels, businesses and visitors – into the process, to mitigate disruption and opposition, and create as smooth a process as possible. We proposed shifting PR strategies to focus on other positives, and to build anticipation for the new future beach, identified recommended ad buys, outlined both local and national strategies including advertorials, and social media initiatives.



BEACH RENOURISHMENT

## REGIONAL MEDIA

Regional + National Media Buy for Post-Renourishment Awareness.



MODERN LUXURY  
**OCEAN DRIVE**



**\$25,000**  
SPEND



BEACH RENOURISHMENT

## BEACH SHUTTLE

Shuttle for guests to access beach at Ocean Terrace.



**\$15,000**  
SPEND

**16 PERSON**  
DEDICATED SHUTTLE FOR VISITORS & RESIDENTS

**AVAILABLE**  
**6 DAYS**



BEACH RENOURISHMENT

## BEACH POP-UP

Dedicated chairs for Surfside at Haulover south on the inlet, between lifeguard station number 1 & 2.



**\$70,000**  
SPEND

**50**  
DEDICATED CHAIRS FOR GUESTS & RESIDENTS

**2 DAYS A WEEK**  
FRIDAY & SATURDAY



OCEAN DRIVE

## MEDIA PLAN

**TIMING:**  
OCTOBER  
NOVEMBER  
DECEMBER

- ▶ Custom Content Series
- ▶ E-Newsletter Integration
- ▶ Native Advertising Audience Extensions
- ▶ Luxury Travel Platform

PAID MEDIA



OCEAN DRIVE MEDIA PLAN

## AUDIENCE EXTENSIONS

**NATIONAL**

- ▶ Native Custom Content Syndication
- ▶ Custom Audience Targeting through Display and Mobile
- ▶ Social Media targeting via Ocean Drive's channels
- ▶ Desktop keyword retargeting for relevant searches
- ▶ Timing: August, September, October — Continuously.
- ▶ **1.5 Million Guaranteed Impressions**



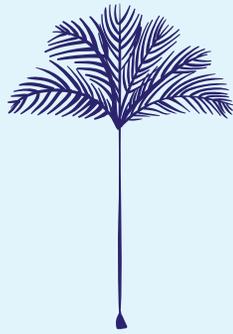

SOCIAL & SEARCH

## SOCIAL MEDIA ADS

**NATIONAL TARGETING**

- ▶ Timing: August, September, October
- ▶ GeoTargeting: Toronto, New York, Philadelphia, Atlanta, Chicago, Detroit, Washington DC
- ▶ Promoting Surfside's New Beach
  - ▶ Facebook + Instagram
- ▶ Demographics: Young Families and Frequent Travelers with interest in Miami Beach/Miami
- ▶ **Approximate Impressions: 621,000**
- ▶ **Budget: \$5,000**



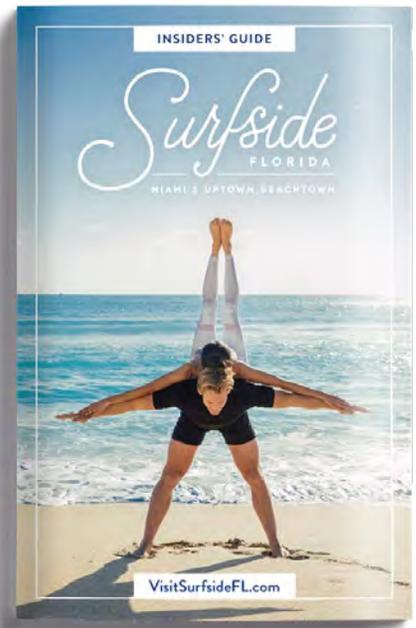
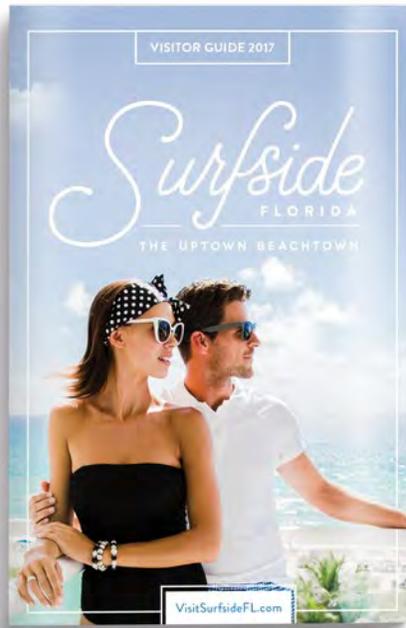
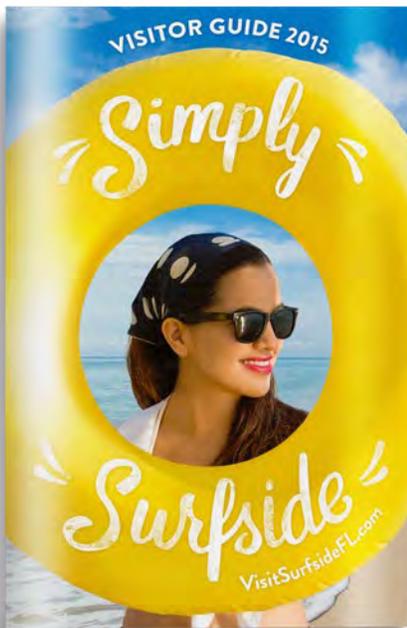



**EXCELLENCE**



# Seven-Time Award Winning Surfside Campaigns

2016-2019





P L A Z A

IT'S A BIG WORLD:

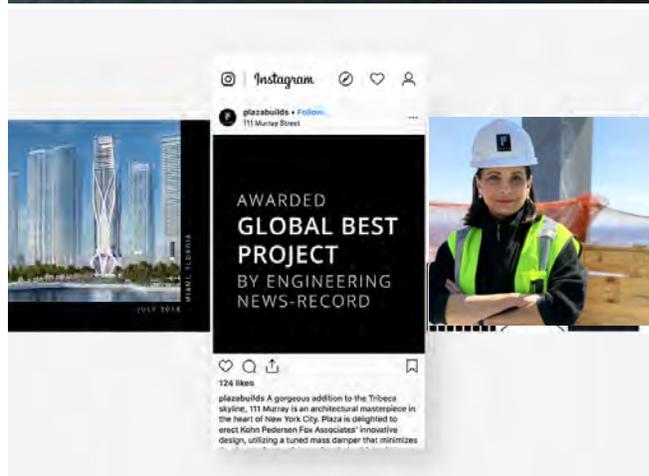
# Plaza Construction

## SCOPE OF SERVICES:

Plaza Construction has their main offices in New York City and Miami, but a global reach with their new parent companies, the China-based CCA and CSCEC. In 2018 they came to us at Jacober Creative for “the complete package” – rebranding, a new logo, new content including a tagline, video segments and a refreshed website. Plaza was ready to move fully into their new stage of growth in the 21st century, and we were just the right team to help them do it.

We updated the existing Plaza Construction logo by making it into a “shield” image with a clean, contemporary look. Key to the rebranding was coming up with a catchier, can-do tagline – “It’s a Big World. We’re Building It” – that can now be seen all across their assets, from their website to construction sites, and is a quick way to identify who they are. We also crafted new, punchier mission and vision statements. Finally, we created multiple creative video packages that incorporated interviews with the President and CEO, for internal staff use, for posting on the company website, and social media. Deliverables also included supporting collateral and style guide.

Our ongoing work with Plaza Construction consists of a comprehensive digital communications strategy that includes social media management, content creation, email marketing, and business development assistance.



# Social Media Content



IT'S A BIG WORLD. WE'RE BUILDING IT.

Delivering excellence and value to our clients.



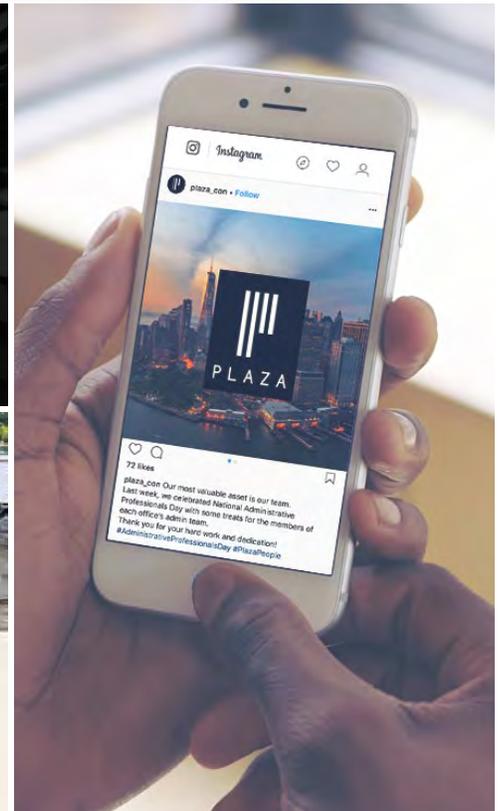
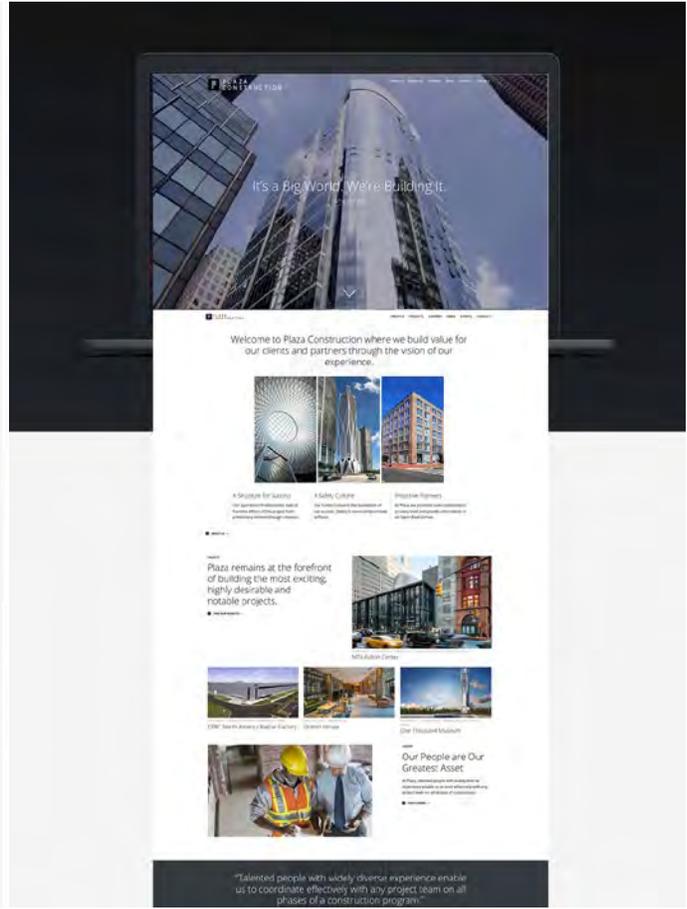
**SAFETY IS A VALUE,  
NOT COMPROMISED BY  
COST OR SCHEDULE**



**AVENTURA MAL  
EXPANSION**

350,000 Square Feet  
50 New Tenants  
3 Story Retail

# Brand Development





VEGGIES IN EVERY BITE:

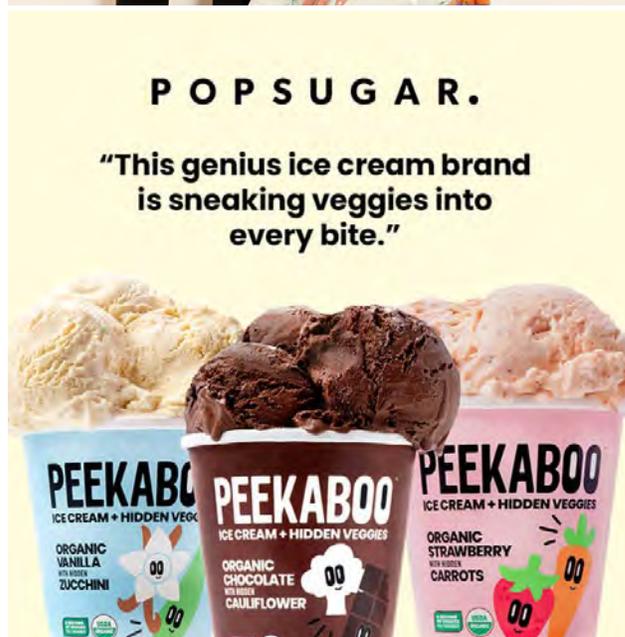
# Peekaboo Ice Cream

SCOPE OF SERVICES:

Peekaboo, a new Miami-based startup that marries healthy eating with delicious desserts with their ice cream featuring “hidden veggies” came to Jacober Creative early on for all their branding needs. We created logos, collateral, new taglines and new vision and mission statements, marketing decks, press releases and more.

On an ongoing basis, we develop, curate and disseminate all Peekaboo social media, creating organic and paid digital posts. As part of our work we oversee and lead the public relations team in Los Angeles and have created relationships in multiple markets. Some of the secured spots include KTLA Los Angeles, national coverage on the Today Show as well as local coverage in Miami on Deco Drive.

The new visual identity and language we developed for Peekaboo Ice Cream has helped the brand expand into more than 2500 stores in the last year.



# Public Relations & Website Design



# Branding & Packaging Design



NEW PACKAGING





## MUNICIPAL BRANDING

# City of Sunny Isles Beach

## WORK IN PROGRESS

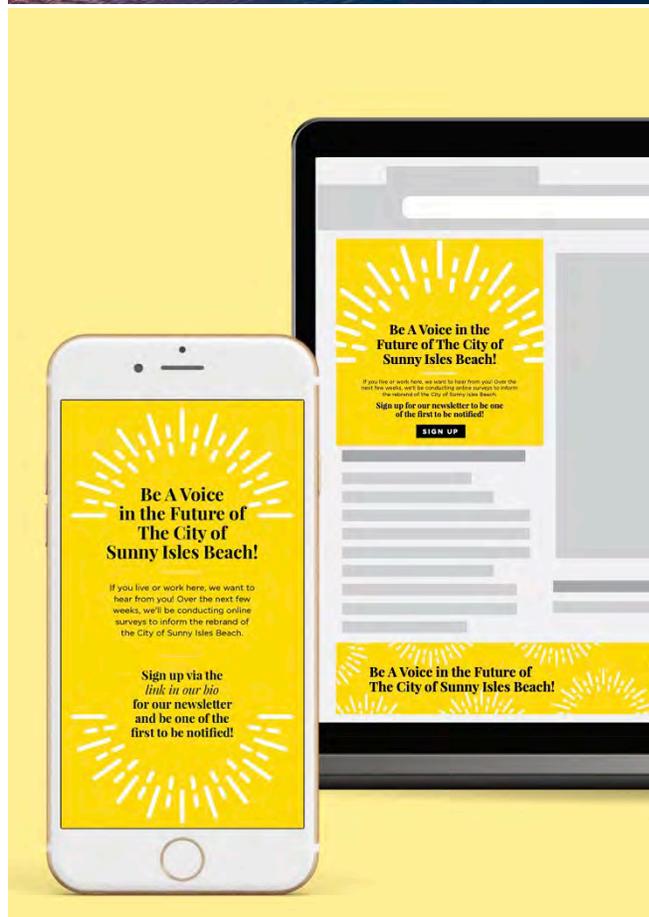
## OBJECTIVE

Since its official incorporation in 1997, the City of Sunny Isles Beach has seen tremendous growth and an unprecedented shift in the makeup of both its developments and residents. As the original oceanfront midcentury motels gave way to glamorous high-rise condos, the city needed a way to coalesce its diverse population around a common mission, vision and brand identity. Input from various stakeholders — government employees, residents, business owners, developers, and visitors — was of paramount importance in assuring each group was heard and represented in the future direction of the city.

## APPROACH

Jacob Creative crafted a research proposal encompassing different areas of discovery across distinct stakeholders, focused mainly on focus groups and branding workshops to uncover qualitative aspects of the city's brand, and quantitative data capturing through intercept and online surveys. While the COVID-19 pandemic made intercept surveys physically unattainable, we were able to effectively shift our strategy to proactively reach stakeholders through phone surveys.

Through our research, we were able to uncover four unifying pillars of Sunny Isles Beach attributes: Landscape, People, Quality of Life, Location. Moreover, our focus groups revealed that despite the differences perceived between the east and west sides of the city, there was a unity in shared appreciation of the natural elements of the locale. These unifying elements set the stage for the definition of the mission, vision, and brand identity for the city.





**ECONOMIC DEVELOPMENT  
DEPARTMENT BRANDING**

# City of Miami Beach

WORK IN PROGRESS

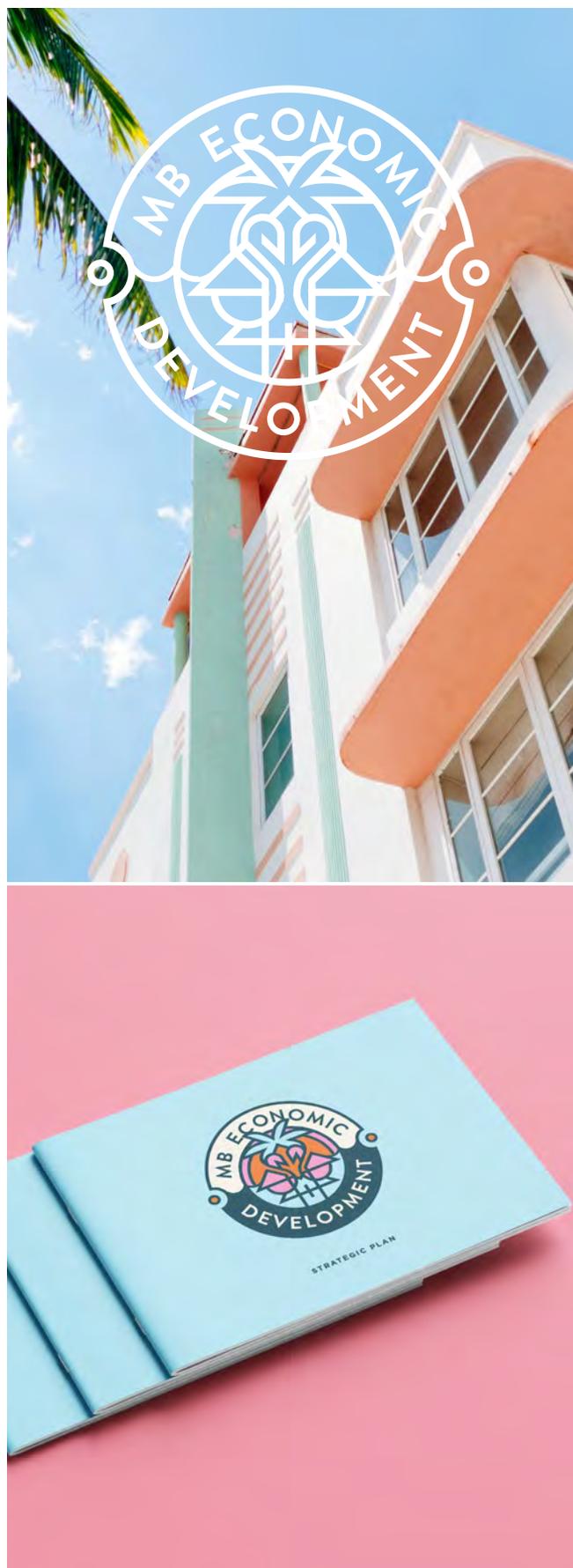
## OBJECTIVE

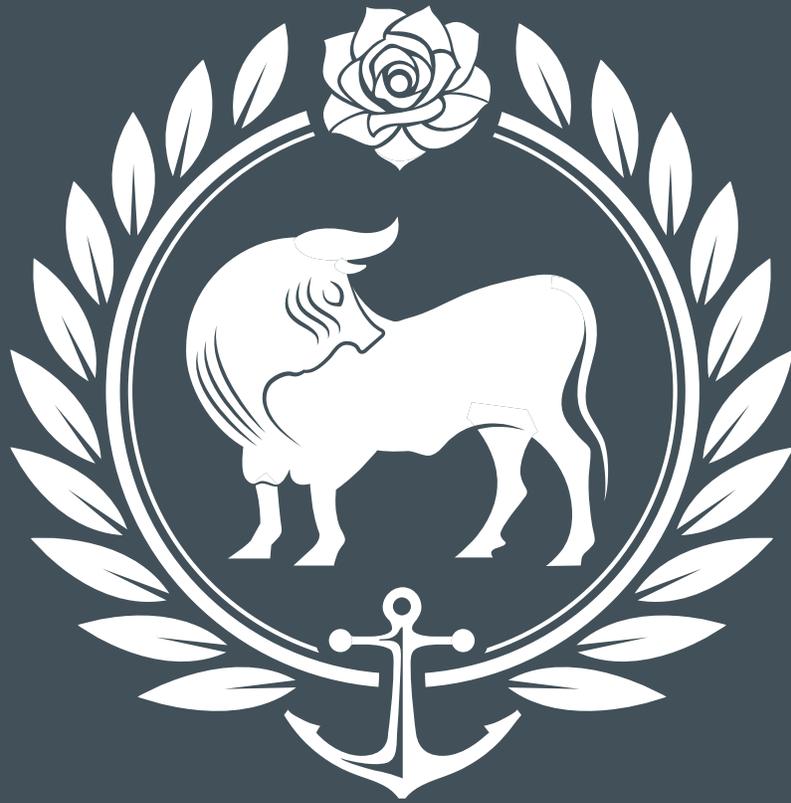
The City of Miami Beach has long been known as an international tourism and recreation haven. However, it has not seen the same level of explosive business growth as the rest of Miami-Dade County has in recent years. The City created a new department tasked with attracting new businesses to Miami Beach — acting as a commercial real estate brokerage firm, attracting new industries, and eliminating vacant storefronts.

## APPROACH

Headquartered in Miami Beach since our inception in 2001, Jacober Creative was all too happy to assist in the task of branding and marketing our hometown to other prospective businesses. We saw our priorities equally geared toward the large enterprises that have brand recognition and economic heft, as well as the small businesses that have traditionally given Miami Beach its character and cachet.

While many people may be familiar with Ocean Drive or Lincoln Road, it was also important that we elevate and brand each significant commercial corridor that may be suited to emerging industries like tech or medical. Our goal is to create an exciting and layered brand identity that tells a diverse and nuanced brand story to business leaders through a multifaceted economic development advertising campaign.





## BRAND IDENTITY

# Sybaris

## OBJECTIVE

The patriarch of a prominent sailing family approached Jacober Creative to design a highly stylized, but modern family crest and accompanying logo to adorn their custom super yacht, Sybaris. One of the largest sailing yachts on the planet, the client wanted a design that was worthy of its commanding presence and distinguished family.

## APPROACH

Jacober Creative drew inspiration from the name Sybaris - an ancient Greek city whose citizens were regarded as the ultimate hedonists, famous for their opulent luxury and excesses. The bull was a recognized symbol of the Sybarites, and was stamped on their currency — the only remaining artifact of this civilization. We combined this symbol with a rose to pay homage to both the family home in Westerlo, NY and the patriarch's grandmother. A laurel wreath encapsulates the bull and ties the rose to an anchor at the base of the crest, a nod to the family's love of the sea.

The Sybaris logo was created using a custom font that evokes the long, clean lines of the custom vessel. The resulting combination is a unique representation of a family's passion for the sea and innovative design.



# Branding



# Marketing Collateral & Photography



Star  
*yacht*  
GROUP

## BRAND IDENTITY

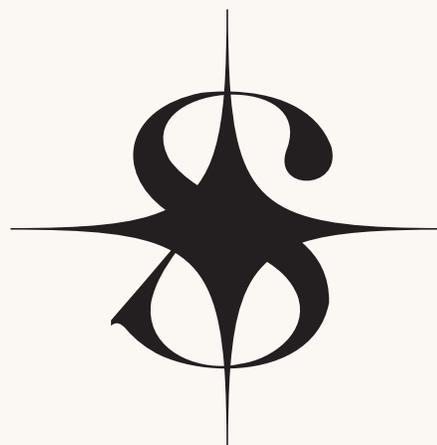
# Star Yacht Group

**OBJECTIVE**

Star Yacht Group approached Jacober Creative to help craft and guide their go-to-market strategy for the expansion of their yacht services in the South Florida and Caribbean markets. Already a leading provider of yacht services in their headquarters of Sardinia, they wanted the local expertise and knowledge of our design and marketing team. This included a brand refresh, new website, and a complete digital marketing strategy.

**RESULTS**

After a thorough study of the market and target audience, Jacober Creative created a brand strategy that better defined the service offerings for an American audience. We started with a complete rebrand, incorporating a more elegant and contemporary look to the logo and supporting brand assets. By positioning the star as a central branding tool, the marketing collateral benefits from a more defined and united feel. The new brand direction was also carried out in their new website, with special attention to a defined information hierarchy and clear calls to action throughout to better measure the success of our digital marketing efforts. A comprehensive digital strategy included Search Engine Optimization, PPC and Digital Remarketing, and Social Media Marketing.



THE PRIMARY  
YACHT AGENCY OF THE  
MEDITERRANEAN SEA



# Branding



# Marketing Collateral & Apparel





## BRAND IDENTITY

# Invincible Boats

## OBJECTIVE

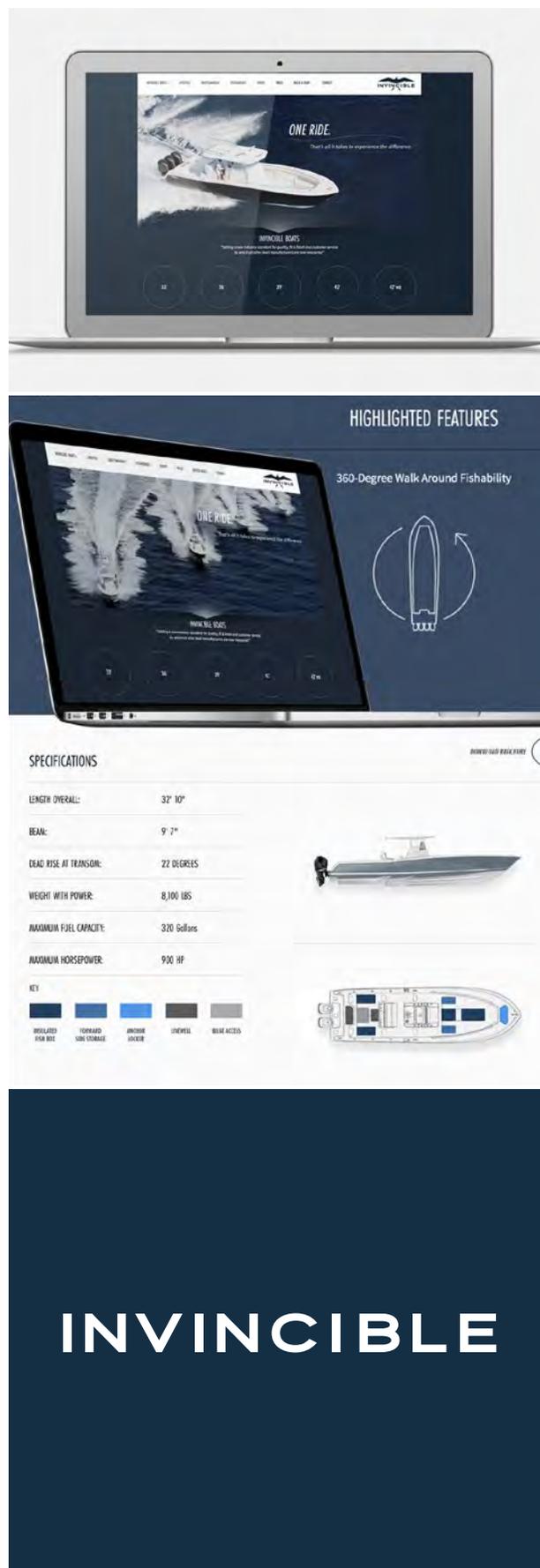
Invincible Boats came to Jacober Creative at a critical inflection point in the evolution of their business. Already successful with their center console boats geared toward performance-minded anglers, they were about to introduce their larger and more diverse models to the market at the Miami and Fort Lauderdale International Boat Shows. For the launch, they wanted a complete overhaul of their marketing assets — including their website, trade show materials, and digital and print ads. They knew they had only one opportunity to make a splash in the launch of these new products and came to us to help ensure a contemporary and innovative approach.

## RESULTS

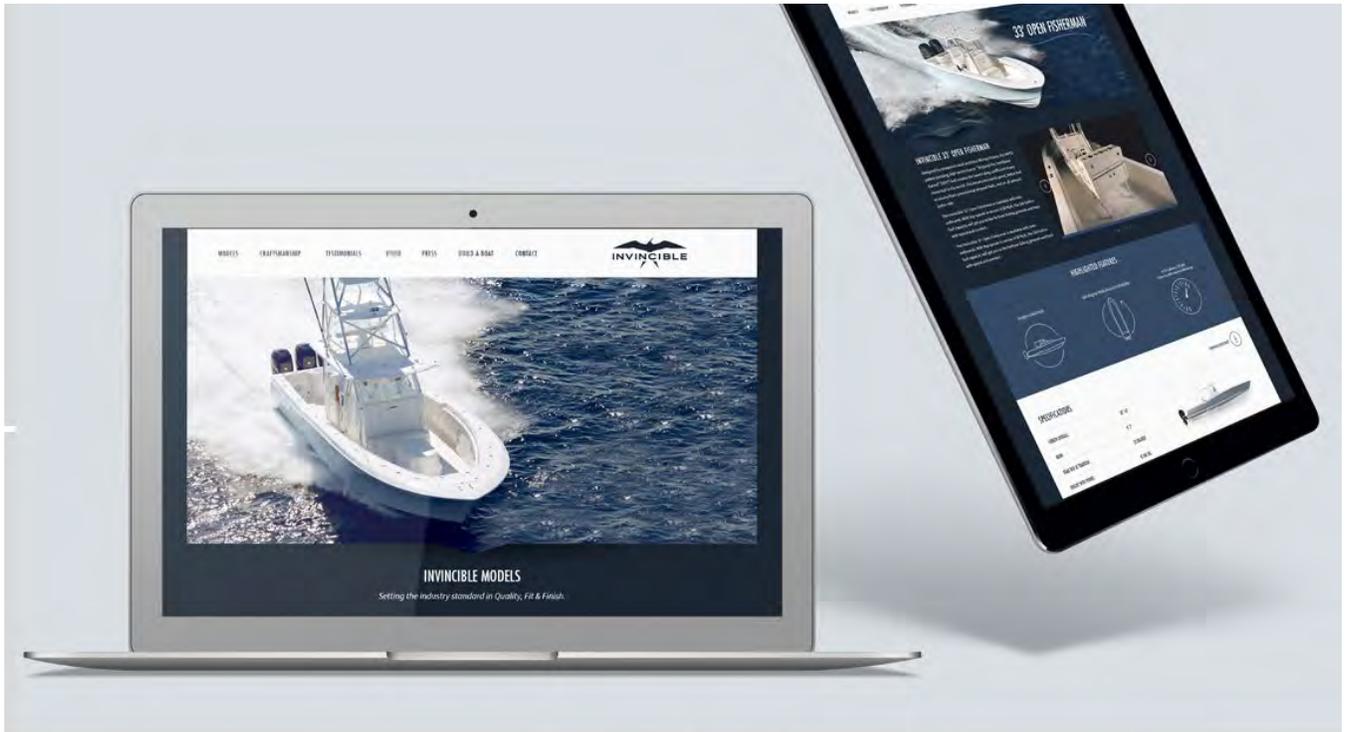
The design team at Jacober Creative started by slightly tweaking the typography in the logo to reflect a more modern and cutting-edge feel that better reflected the vision of the company. From there, we custom designed and programmed an entire new website that effectively communicated the company's product offerings and ethos of combining style and performance. It was also important to make the website a trove of information for the experienced captain as well as approachable enough for the first-time buyer. On the technical side, we loaded the website with several custom tools like a custom CMS system for all service offers, custom social media integrations, and a tiered secure admin system for all levels of the organization.

After the website design was complete, Jacober Created a comprehensive advertising and marketing strategy for dissemination across various trade and B2C channels, this included trade show materials, digital ads, and print ads.

The Sybaris logo was created using a custom font that evokes the long, clean lines of the custom vessel. The resulting combination is a unique representation of a family's passion for the sea and innovative design.



# Website Design



## HIGHLIGHTED FEATURES

Single Level Deck



360-Degree Walk Around Fishability



320 Gallons of Fuel

Allows for 480+ Nautical Mile Range



# Marketing Collateral



HOME | ABOUT | CONTACT | SHOP

**SHOP**

**APPAREL**

**SHORT SLEEVE SHIRT \$50.00**

SIZE: XS

COLOR: Black

QUANTITY: 1

**ADD TO CART**

**CLOTHING INFORMATION**

Ready to ship in 24-48 hours. Please contact us for more information.

*"BUILT BY A FISHERMAN FOR A FISHERMAN."*

HOME | ABOUT | CONTACT | SHOP

**39' OPEN FISHERMAN**

**INVINCIBLE 39' OPEN FISHERMAN**

Designed by renowned naval architect Richard Fisher, the INVINCIBLE 39' Open Fisherman is a high performance "topgun" boat. It's the fastest boat in the world. This means increased speed, better fuel economy, less wear and tear on the boat, and an all-around better ride.

The Invincible 39' Open Fisherman is available with light or hard tops. With top speeds in excess of 72 mph (top speed), the Invincible 39' Open Fisherman will get you to the fishing grounds and back with speed and comfort.

Powerful fit and finish, ease-of-fit construction, and the implementation of the highest quality materials, plastics. This combination with personal customer service and attention to what the customer desires separates us from the rest.

**HIGHLIGHTED FEATURES**

- Single Level Deck
- 160 Degree 360° Rotational Flexibility
- 180 Gallons of Fuel (W/ 60 Gallons of Fuel Tank)

**SPECIFICATIONS**

LENGTH OVERALL	39' 2"
BEAM	11'
DECK RISE AT TRANSOM	24.5 INCHES
WEIGHT WITH POWER	12,000 LBS.
NATURAL FUEL CAPACITY	180 GALLONS

**POWERLINE BOATS**



## SECTION 6

# Litigations

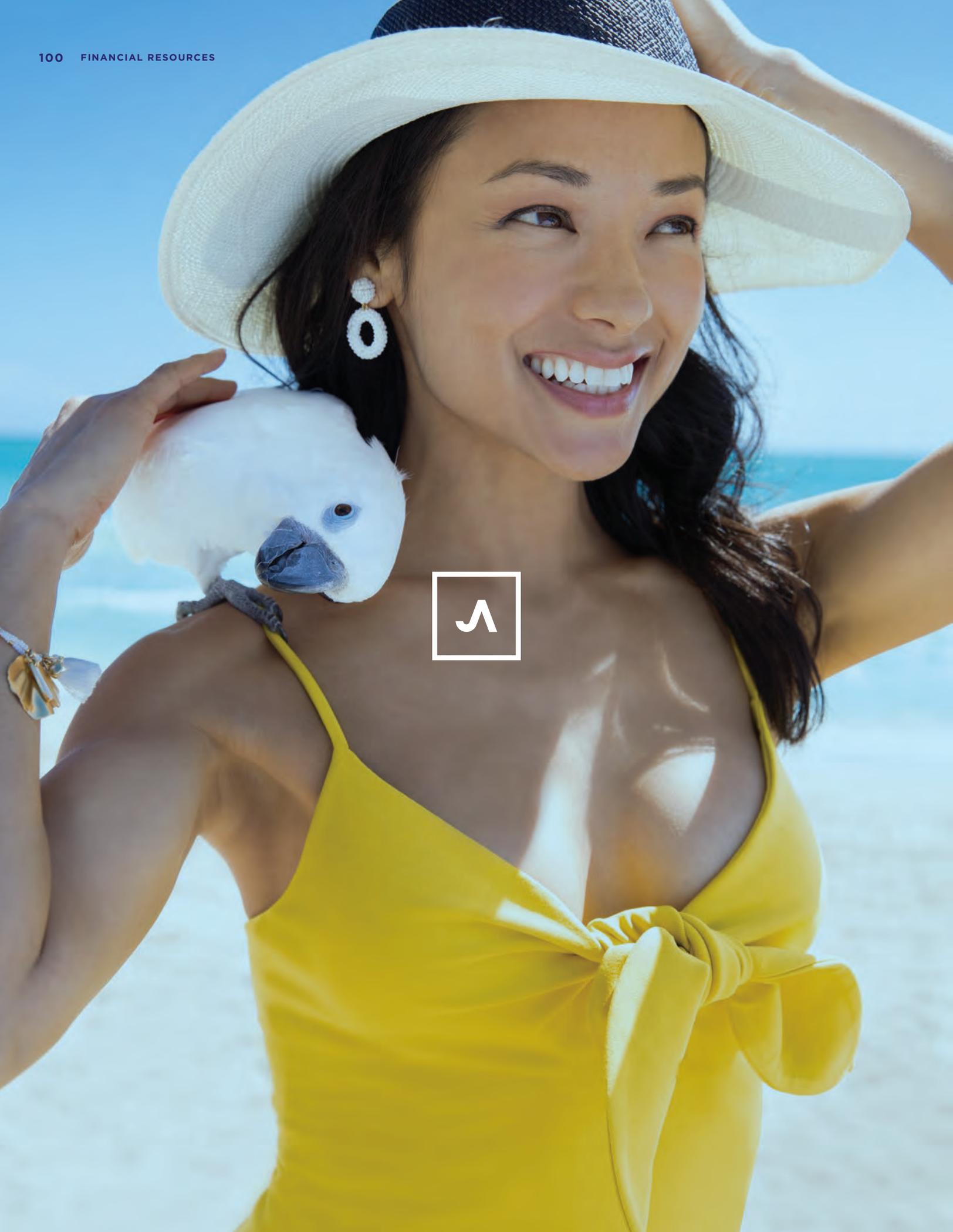


Jacober Creative has not been a party to any cases of litigation, judgements, or liens in the past five years.



## SECTION 7

# Financial Resources



RICHARD LEVENSON, C.P.A., P.A.

CERTIFIED PUBLIC ACCOUNTANT

8360 W. Oakland Park Blvd., Suite 311  
Sunrise, FL 33351-7339

Phone: (954) 972-6478

Email: rich@richlevensoncpa.com

Fax: (954) 972-3867

To whom it may concern:

As Jacober Creative's accountant for the past five years I can confirm its positive financial position. Jacober Creative does not have any binding loans or owe any entity, private or governmental, any money that can compromise its operations.

Please contact me directly if I can be of further help.

Yours Truly,



Richard Levenson, CPA

Certified Public Accountant

MEMBER OF:  
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
FLORIDA INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS





