

RAFA SEPÚLVEDA

Brand-Building Creative Leader • Brand Strategy & Positioning

San Juan, Puerto Rico | (787) 368-7329 | rafa@middlemancc.com | [linkedin.com/in/rafa-sepúlveda](https://www.linkedin.com/in/rafa-sepúlveda)

BRAND LEADERSHIP PROFILE

Award-winning brand and creative leader with 30 years shaping how brands are positioned, perceived, and grown across Puerto Rico, the U.S. Hispanic market, and Latin America. Founder-level and Chief Creative Officer experience building brands end to end — from positioning and architecture through integrated campaigns — for category leaders in banking, CPG, spirits, retail, and healthcare. Work recognized at Cannes Lions, London International Awards, El Ojo de Iberoamérica, and Communication Arts. Driven by brand positioning and brand building: turning sharp strategy into culturally resonant work that moves markets.

CORE EXPERTISE

Brand Strategy & Positioning • Brand Building & Architecture • Creative Direction • Integrated Campaign Development • Storytelling & Copywriting • Digital & Performance Marketing • Creative Team Leadership • CPG • Financial Services • Spirits • Retail • Healthcare • U.S. Hispanic & LatAm Markets • Bilingual (Spanish / English)

PROFESSIONAL EXPERIENCE

Founder & Creative Director — Middleman Brand Communicators

Jan 2017 – Present

San Juan, Puerto Rico

- Deliver fractional creative direction, brand strategy, and content consultation to agencies, in-house teams, and direct brand clients across multiple industries.
- Develop brand positioning, creative platforms, and campaign direction for banking, CPG, spirits, retail, fitness, and energy brands.
- **Recent brands:** Popular Bank, Triple-S, Chef Boyardee, Ron del Barrilito, Silver Key Light Beer, Malta India, HCOA Fitness, WindMar Home, and San Patricio Mall.
- Built a thought-leadership and advisory platform on LinkedIn; active voice in Puerto Rico's advertising and cultural-strategy community.
- WindMar Home creative earned back-to-back FIAP Bronze awards (2024 and 2025).

Chief Creative Officer — jsd

Mar 2023 – Mar 2026

Puerto Rico

- Owned creative and brand vision agency-wide, integrating brand strategy with performance and digital marketing.
- Directed multidisciplinary teams across brand, content, and performance to deliver client growth.

Digital Creative Director — Contactica

Jan 2019 – Feb 2022

Puerto Rico

- Led digital brand and creative strategy, uniting brand storytelling with online and performance marketing.

General Creative Director — J. Walter Thompson Worldwide

Jul 2015 – Dec 2016

Puerto Rico

- Set overall creative direction and brand standards across the agency's client portfolio.

VP Creative Director — de la Cruz & Associates

Mar 2010 – Jul 2015

Puerto Rico

- Led brand and creative for major accounts, directing award-winning integrated campaigns for Burger King, P&G, Duracell, Open Mobile, and Salvation Army.
- Work recognized at Cannes Lions, El Ojo de Iberoamérica, New York Festival, and Puerto Rico's Cúspide festival.

VP Creative Director — BBDO Puerto Rico

2007 – 2009

Associate Creative Director — J. Walter Thompson Worldwide

2003 – 2007

Senior Copywriter — Young & Rubicam

1997 – 2003

Copywriter — Saatchi & Saatchi

1994 – 1997

SELECTED AWARDS & RECOGNITION

- **Cannes Lions** — Burger King “Hands-Free Whopper” (Media, Shortlist); Ragú “Father & Son” (Television); Tequila Sauza “Pancho Villa” (Print, National Diploma).
- **FIAP • Festival Iberoamericano de Publicidad** — Bronze, WindMar Home “ProtestArt” (2025); Bronze, WindMar Home “La Casa del Horror” (2024); Shortlist, Open Mobile “Saved by the Call” (2012).
- **London International Awards** — Bronze, Arthur Murray Dance Studio “Salsa” (Radio).
- **Communication Arts** — Award of Excellence, P&G Febreze Car (“Garbage Truck” & “Pizza Car”).
- **El Ojo de Iberoamérica** — Burger King “Hands-Free Whopper” (Digital & Local shortlists); Bronze, P&G “Padre” (Radio).
- **New York Festival** — Shortlist, P&G “Garbage Truck” (Print); Hispanic Agency category, Burger King “Whopper Showroom.”
- **Festival JADE (Guatemala)** — Bronze × multiple — P&G, Open Mobile, Burger King, and Duracell.
- **Cúspide (Puerto Rico)** — Multiple Silver & Bronze — Salvation Army, Duracell, Arthur Murray, Hogar Cuna San Cristóbal, Pan Pepín, and Open Mobile.
- **O’Toole 4A’s** — Shortlist, Small Agency category (2012).

SELECTED BRANDS

Popular Bank • Triple-S • Burger King • Procter & Gamble (Febreze, Always, Duracell) • Chef Boyardee • Ragú • Ron del Barrilito • Malta India • Tequila Sauza • Open Mobile • Samsung • WindMar Home • HCOA Fitness • San Patricio Mall • Salvation Army • Pan Pepín

EDUCATION

B.S., Advertising — Universidad del Sagrado Corazón, San Juan, PR

1990 – 1994