

JOHN COTA

Los Angeles, CA 90022 | john@cotago.co | (323) 382-4288 | [linkedin](#) | [cotago.co](#)

TOP-PERFORMING EXECUTIVE BRAND LEADER

Creative Operations Executive • Senior Creative Director • Head of Brand Strategy • Creative Vision & Strategy • Brand Governance • Digital Transformation • B2B & B2C Brand Marketing • Market Positioning • Cross-Channel Campaign Execution • Architected Brand Identity • Budget Ownership (\$50M+) • Scaled Creative & Marketing Teams • Grew Market Presence • AI-Enabled Creative & Marketing • Enhanced Efficiency • Promoted 3x • Fluent Spanish • Multimedia Certified

WORK EXPERIENCE

L.A. Care Health Plan, Los Angeles, CA 2006 - 2026

Senior Director of Brand, Creative & Marketing May 2021 - March 2026

- Grew market presence from 15% to 70% through brand strategy and campaign execution.
- Cut campaign development timelines 30-50% through AI and automated creative workflows.
- Reduced vendor spend 46% through vendor tracking, budget controls, and financial oversight.
- Decreased administrative spend 42% through workflow improvements and operational controls.
- Increased retention and reduced churn 29% through member-focused marketing strategies.
- Built and scaled creative and marketing teams (25+ staff) from the ground up.
- Established brand voice and visual identity across Medi-Cal, Medicare, and ACA lines.
- Executed marketing plans to drive go-to-market strategy, brand growth, and retention.
- Developed integrated campaigns across digital, social, print, and community channels.
- Implemented change management initiatives to improve marketing workflows and scalability.
- Translated fragmented business objectives into actionable campaign roadmaps with executives.
- Presented brand ROI metrics and strategic insights to C-Level and the Board of Governors.

Director, Brand, Creative & Marketing Operations Aug 2017 - May 2021

- Scaled team to 10+ while establishing enterprise brand governance standards across functions.
- Built project management system using PHP and Zapier to streamline reviews and compliance.
- Directed member communications strategy across Medicaid, Medicare, and ACA product lines.
- Developed vendor tracking system to improve vendor value and strengthen financial controls.
- Guided logo redesign rollout across traditional and digital channels to strengthen visibility.
- Launched innovative brand initiatives informed by research and member insights.

Manager, Brand & Creative Services May 2015 - Aug 2017

- Develop scalable and consumer centric systems and visual frameworks.
- Owned creative execution across print, digital, video, collateral, and online platforms.
- Directed photo and video projects with vendors to strengthen visual storytelling.
- Developed first brand strategy and guidelines to create a unified identity.
- Served as brand authority for brand usage to maintain consistent brand standards.
- Oversaw creative for all creative channels, including UX/UI-web), email and social.

Graphic Designer & Brand Jan 2006 - May 2015

- Transitioned project tracking from analog to digital systems to improve efficiency.
- Created first comprehensive brand guidelines aligning identity, messaging, and purpose.
- Designed marketing materials and graphics to strengthen brand visibility.
- Owned creative execution across print, digital, video, collateral, and online platforms

Prior Experience:

- Jack Nadel International, E-Commerce Production Designer.
- Sensor Systems, Inc., Marketing & Sales Specialist & Graphics Lead.
- Kolor Graphics Bureau, Production Artist / Pre-flight Technician.
- FedEx Ground Inc., Operations Service Manager.

EDUCATION

California State University, Los Angeles, CA
Bachelor of Arts, Art & Design

TECHNOLOGIES, LANGUAGES, CERTIFICATIONS, & SKILLS

Technologies: Adobe Creative Cloud • Asana • Basecamp • Canva • Facebook Ads Manager • Google Ads • Google Analytics • Google Workspace • HubSpot • Jira • Mailchimp • Microsoft Office • Microsoft Teams • Monday.com • Notion • Podio • Salesforce • Salesforce Marketing Cloud • Slack • Tableau • WordPress • Zapier

A.I.: ChatGPT • Claude • Copilot • Figma • Firefly • FlutterFlow • Gemini • Grok • Lovable • MidJourney • n8n

Certifications: Multimedia Certificate, California State University, Los Angeles

Skills: Brand Strategy • Creative Direction • Marketing Strategy • Go-To-Market Strategy • Brand Governance • Regulatory Compliance • AI-Enabled Creative Workflows • Workflow Automation • Change Management • Storytelling • Copy Oversight • Market Presence Growth • Brand Guidelines • Creative Operations • Vendor Management • Financial Control • Member Communications • Data-Driven Storytelling • Board-Level Communication • Team Building • Talent Development