

B.F.

CAPABILITY STATEMENT / CV

Daring
Exciting
Innovative
Artistic
Epic
Legendary
Convergent
Creative
Bananas

JORGE SURIA

▶ ACCELERATING DIGITAL MARKETING SUCCESS

Quick to realize that emerging technologies open great opportunities for business innovation, Jorge Suria has been at the forefront of shaping industries throughout his 20 years in the creative, marketing, video/photo production, and technology fields. Jorge's entrepreneurial spirit and visionary approach have been instrumental in achieving success for his clients – from comprehensive advertising and social media marketing campaigns, to excellent creative work, to expanding the world of brands online and in real life by incorporating the innovative content, reaching an entirely new audience and bringing cinematic scope to the corollary.

Jorge's strategic creative acumen and passion for all things design led to his founding of Hooah LLC an interactive and digital marketing agency in 2003. Based in Orlando, Fla., Hooah has achieved such honors as recognition on the prestigious Inc. Magazine's 500/5000 list of the fastest-growing companies in the United States for four consecutive years. Through his efforts as company president, Hooah has worked with such clients as the U.S. Army, U.S. Navy, U.S. Army Reserves, Army National Guard and other Department of Defense agencies, Walt Disney World, Orlando Magic, Kraft Foods, Orlando Utilities Commission, and National Park Service.

Today, Jorge serves e-commerce and enterprise brands by accelerating their digital marketing success. As a result of a more focused approach, he has started a new company, MUSI Studio. MUSI develops video, photography, and cinematic content and offers ancillary services, such as social media content creation plans and management. Lastly, Jorge is exploring the world of cryptocurrency and NFTs with the launch of OEUVRE Studio, a modern art and NFT gallery, where he also showcases his own body of contemporary, minimalist, modern artwork.

**JORGE
SURIA**

Accelerating
Digital Marketing
Success

Creative Director Marketing Strategist Director / Photographer / DP / Editor

Design Thinking and Innovation Consulting

CREATIVE SERVICES

- › Strategy Development
- › Brand and Creative Development
- › Content Creation
- › Social Media & Marketing Strategy
- › E-commerce
- › Creative Direction
- › Full-Service Video Production
- › Brand and Commercial Photography
- › Cinematography
- › Post-Production
- › Color Science and Grading
- › Content Planning & Mgmt.
- › Creative Team Management
- › Web Design & Development
- › VR/AR/XR App Concepting
- › UX / Web / App Design

CLIENTS

Private Sector

- › The Golf Channel
- › Orlando Magic NBA Team
- › Walt Disney Worldwide Services
- › Kraft Foods
- › Orlando Utilities Commission
- › City of Miami Beach
- › Hisp. Chamber of Commerce
- › Florida City Gas
- › LMO Advertising
- › &Barr
- › The Peterbuilt (Pete) Store

Government

- › U.S. National Park Service
- › U.S. Army & Army Reserves
- › U.S. Army National Guard
- › Defense Media Activity
- › DoD Voluntary Education - DANTES
- › Defense Human Resources Activity
- › Yellow Ribbon Program
- › Employer Support of the Guard and Reserve

BUSSINESS SKILLS

- › Creative Direction
- › Storytelling
- › Script writing
- › Branding
- › Marketing Strategy
- › Social Strategy
- › Content Marketing
- › Copywriting / Direction
- › Brand Promise
- › Brand Architecture
- › Team Building & Ldrshp
- › Project Mgmt.
- › Proposal Mgmt.
- › Price / Bid Strategy
- › Contract Dev. & Neg.
- › Buss. Mod. Canvas
- › Product Dev.
- › Marketing Funnel
- › Web Development
- › HR Rec./Retention
- › NFT Authoring
- › I.P., H.R., Buss. Law
- › Contrac& F.A.R. Law
- › Performance Analytics
- › English, Spanish, Italian

SOFTWARE SKILLS

- › Adobe PSD / AI / XD
- › Adobe Premiere
- › Adobe After Effects
- › Sketch / Figma
- › Red Giant / AE Scripts
- › Audition / Encoder
- › Resolve / Fusion
- › Final Cut Pro
- › Articulate
- › Ecamm Live / OBS
- › Lightroom / C1
- › WP / Elementor
- › Wix / Squaresp. / Mobi
- › App Store / GPlay
- › GAnalytics
- › Shopify / Square
- › Stripe / Paypal
- › GSuite / Apple / MS
- › Basecamp / Others
- › Hubspot / CMS(s)
- › Social Managers

STARTUP PROJECTS

Private Sector

- › Aquavento Watersports Centers and Clothing Brand
- › Oeuvre. An NFT and Modern Art Gallery
- › Branched TV - Content Creation and Management
- › MUSI - Content and Innovation Consulting Studio

CURRENT RESEARCH FOCUS

- › NFT, blockchain, cryptocurrency
- › Metaverse and web 3.0 ventures
- › Defi
- › Social e-commerce

EXPERIENCE

Hooah Interactive 03/2003 - Present

As a creative mind, technologist, and tireless champion for my clients, I have led Hooah in developing and implementing leading-edge solutions for the new challenges that confront today's businesses. Toward this end, I grew and managed Hooah's long-established business units, which offered a dynamic range of services:

Agency: Building brands that speak to the heart, the Agency encompassed advertising, brand architecture, brand identity, business processes collateral, copywriting, design, interactive marketing/promotions, marketing strategy and research, website design/development, microsites and landing pages, as well as e-marketing.

Innovation Labs: Developing technology that changes the way people live. This unit was initially conceived to develop integrated mobile, web, and custom web design apps and solutions. Progressively, we ventured into social application development, technology consultation, and training.

Production Studios: Telling stories that inspire and motivate audiences.

I created the Studio to provide video production, pre- and post-production, 3D animation, stereoscopic 3D, color correction, and motion graphics. The Studio allowed us to offer production services for content marketing, social media plans, and other corporate needs such as training, recruitment, PSAs, and commercials.

I started the company with the three pillars of services: advertising, technology, and content. Over time, my team identified and harnessed new opportunities to connect an ever-expanding number of businesses with customers, clients and resources. In response, we developed two additional business units:

Social Media: Harnessing the exponential power of social media to expand marketing messages, this division developed national social media campaigns, accurately targeted social media strategies, and provided social media management and training.

EXPERIENCE

Hooah Interactive 03/2003 - Present

HR Solutions: Placing the right people in the right job. This unit managed innovative staffing and recruiting solutions for government clients. Our primary venture offered an online recruitment platform called Hero 2 Hired (H2H). The H2H ecosystem incorporated multiple brand interaction points such as live and virtual events, interactive kiosks, mobile apps, social media campaigns, community outreach events, and an online portal. To that end, we developed and managed multiple mobile event teams that traveled nationwide to in-person career fairs, complete with a custom truck that housed computer kiosks for job seekers to register and apply for jobs. For prominent events, we deployed a custom 20x20 tradeshow exhibit. We organized and managed about 30 virtual career fairs per year and developed two mobile apps to serve employers and job seekers. In addition to our H2H solution, we also served as a staffing partner for specialized government positions. The HR solutions division contributed to Hooah's most significant growth in contracts, which in turn tapped the services and skills of every Hooah business unit.

"Through every stage of Hooah's growth, I've brought my talent, leadership, future-oriented perspective, and commitment to helping businesses and organizations achieve their goals".

As of 2019, Hooah has transitioned from offering professional services solutions as an agency to supporting clients through direct individual consulting. After a successful run in government and enterprise professional services contracts spanning over two decades, I decided to explore new facets and specialties within the creative industry.

Today, I balance my time between helping Hooah e-commerce consulting clients and growing my latest venture, MUSI - a creative content and innovation studio, where I also incubate various startup projects in the NFT, art, B2B, e-commerce, and lifestyle brands.

There are many roads to success, but to get there, you have to be daring, exciting, innovative, artistic, epic, legendary, convergent, creative, and a little bananas. It's a new day, and I invite everyone to join me for a virtual cup of coffee to learn how over 20 years of business, integrated marketing, and world-class creative experience can get them there.

EXPERIENCE

MUSI SOCIAL 02/2019 - Present

MUSI Social LLC is the home to four startup brands:

MUSI.studio is the content creation side of Musi Social, and it's focused on creating beautiful, captivating photography and cinematography. I believe that visual excellence is at the heart of every successful brand. As director of photography, I use my hands-on-camera personal and client work to grow and develop my photography brand.

Branched.tv was created to provide brands with a complete video production solution for video content. Branched offers video strategy, ready-to-shoot content ideas, video podcasts creation, social libraries, content storage, and content updates for clients on a subscription model.

OEUVRE.studio is a modern art and NFT gallery. Combining business innovation, e-commerce, immersive technologies, Web 3.0 and Metaverse technologies with contemporary art, Oeuvre is my new passion project. Currently in development, Oeuvre is expected to open sometime in 2022.

Aquavento.surf is a watersports center and school. At the heart of our life journey are the experiences, sports, and adventures we each have enjoyed. Aquavento brings watersports activities and education to a new generation by offering windsurfing, wing foiling, e-foiling lessons, and club memberships at Puerto Rico and Orlando locations. Aquavento is also currently working on expanding its lifestyle apparel brand and making it accessible online and in select stores. As a strategic partner, I lead the Florida operation's business, marketing, and brand development.

FOLLOW



Scan to view portfolio deck or visit
<https://www.hooah.cc/consulting.html>



Scan to open online meeting scheduler

