

# EARLY DAYS@ Coca-Cola



Ricardo Gómez



# CMO & CCO BUSINESS- WISE FOR TOP BRANDS







### My First Milestone:

Produced the Best Independent comic book ever produced in México, including its soundtrack. (By **Reforma** newspaper)



PAGE 46:



[https://www.dropbox.com/s/sqvgyyc1xcq4gcw/Negocios\\_agosto2010web.pdf?dl=0](https://www.dropbox.com/s/sqvgyyc1xcq4gcw/Negocios_agosto2010web.pdf?dl=0)



A new adventure an VFX - Animation Studio.



# 2007

ALWAYS MOVING FORWARD,  
REACHING A NATIONAL MILESTONE:

## LEADERSHIP TO ACHIEVE AN INTERNATIONAL AWARD

Visual Effects

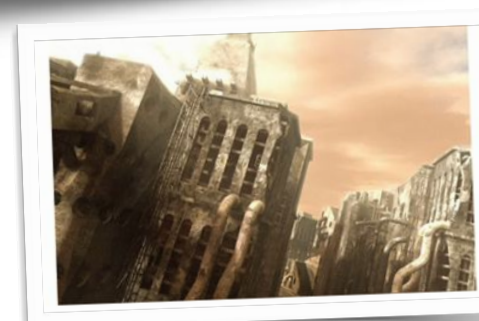
IMDb

Ricardo Gomez

visual effects producer



Film: "Historias del  
Desencanto," Competed at  
the **FANTASPORTO FILM  
FESTIVAL** and Won  
International Fantasy Film  
Special Jury Award



[https://www.imdb.com/title/tt0451759/fullcredits/?ref\\_=tt\\_cst\\_sm](https://www.imdb.com/title/tt0451759/fullcredits/?ref_=tt_cst_sm)

# 2009

## INNOVATION AND ENTREPRENEURSHIP, PUTTING EVERYTHING TO PRODUCE THE FIRST 3D CGI FILM IN THE HISTORY OF MEXICAN CINEMA



amazon  
prime video

Listen on  
apple MUSIC



# 2012

## 4TH PLACE AT THE MEXICAN BOX-OFFICE

<https://cinepremiere.com.mx/taquilla-en-mx-john-carter-sigue-triunfando.html>



MEXICAN FILM INDUSTRY  
MILESTONE

 **Cinépolis**  
LA CAPITAL DEL CINE



# 2015

## FIRST MEXICAN WHO PRODUCED AND DIRECTED A SUPER BOWL AD CAMPAIGN

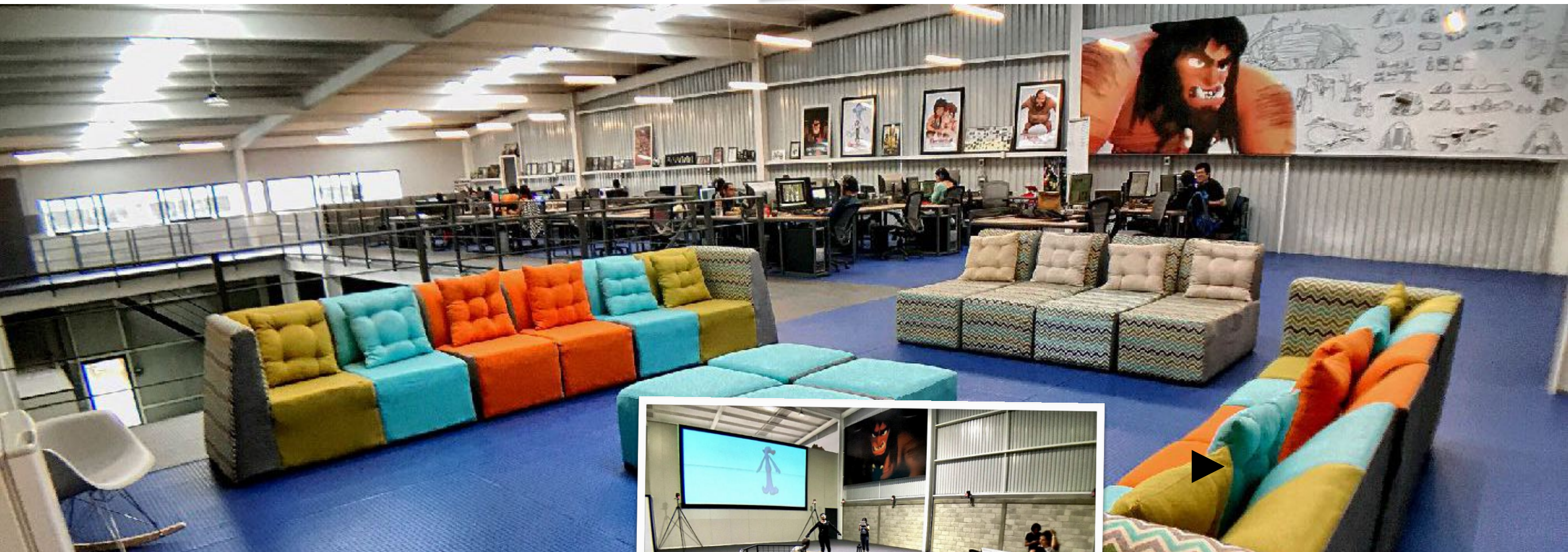
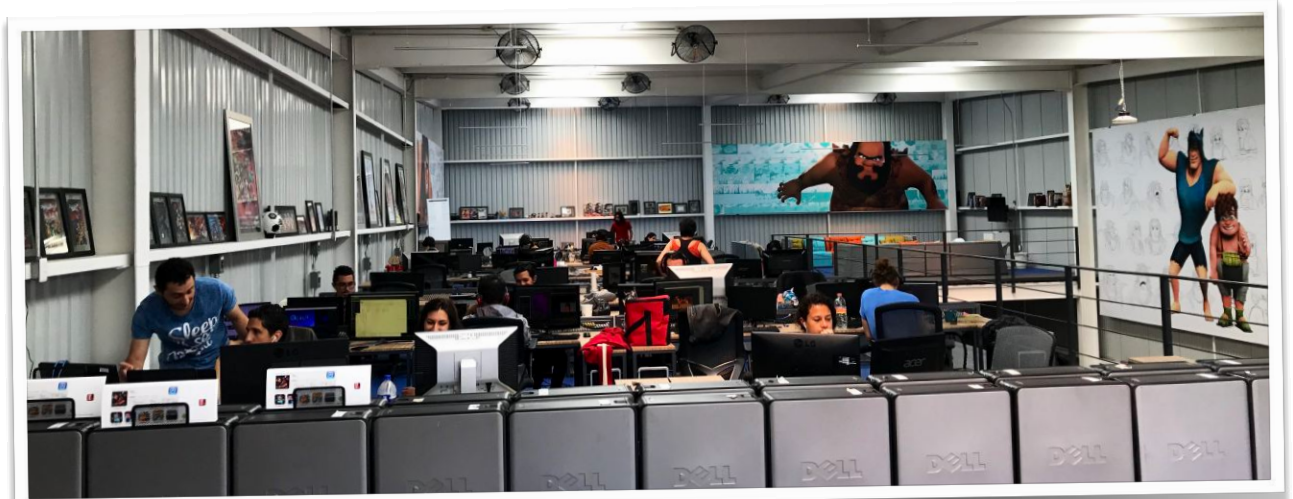


Forbes <sup>MÉXICO</sup>

# MADE A SPECIAL REPORT, CALLING ME "INNOVATOR & GAME CHANGER"



<https://www.forbes.com.mx/imagination-films-la-empresa-quiere-revolucionar-la-animacion-3d-mexico/>





**PRODUCING  
ANIMATED FILMS IS  
NOT AN EASY TASK**



## SERIES + AUGMENTED REALITY PROPOSAL



# IMAGINE NEW IP'S FOR NEW OPPORTUNITIES PART - 3

## PITCH TO A MAJOR BRAND

▶ <https://panditas.mx>

For a well-known candy brand, it feels like its next step should be an animated series

In **2018**, I pitched a concept-idea to a major brand to move their IP into an animated series as a customer engagement and loyalty strategy



# 2019

A REVOLUTIONARY IP THAT BREAKS  
LANGUAGE BARRIERS:

## WORLDWIDE MILESTONE, A GLOBAL LANGUAGE FOR ALL NATIONS

CINE

¡Increíble! 'Wango & Quark' es la  
nueva película mexicana de  
animación que llegará a todo el  
mundo

El productor Ricardo Gómez y el cineasta Todo Gómez crearon, 'Wango & Quark', la nueva película mexicana de animación que llegará a todo el mundo



[https://www.maxon.net/es/article/the-story-of-wango-quark?  
srsltid=AfmBOophtaZgSSZUIWfVAjz3cBiizBlpRTJLWfhTnCTft0QDRr\\_FSmwY](https://www.maxon.net/es/article/the-story-of-wango-quark?srsltid=AfmBOophtaZgSSZUIWfVAjz3cBiizBlpRTJLWfhTnCTft0QDRr_FSmwY)

Cultura

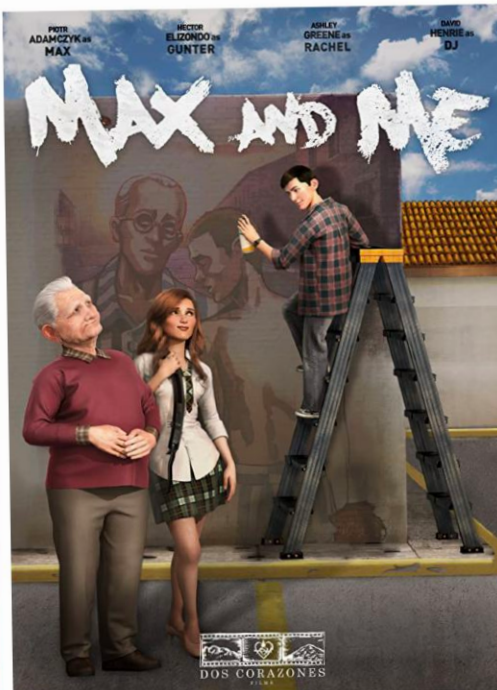
'Wango & Quark', la revelación  
del cine animado mexicano



## Known For



Wango & Quark  
Producer  
(2021)



Max & Me  
Producer  
(2020)



Z-Baw  
Producer  
(2012)



Selección Canina  
Producer  
(2015)

## Filmography

[Hide all](#)[Show by...](#)[Edit](#)

Jump to: [Producer](#) | [Director](#) | [Writer](#) | [Visual effects](#) | [Composer](#) | [Editor](#) | [Sound department](#) | [Cinematographer](#) | [Art department](#) | [Art director](#) | [Music department](#) | [Production manager](#)

**Producer** (6 credits)

[Hide](#)





# AWARD WINNER



**Imagination Films** participated in the CROMAFEST Festival, and won first place at the **Morelia International Film Festival**



The Mexican Institute of Cinematography finds in **Imagination Films** a valuable partner for the production of its first animated short film in 3D CGI. A **new milestone**: The first 3D animated short film produced by **IMCINE**



"International Fantasy Film Special Jury Award" **BEST FILM** at FANTASPORTO Film Festival, the largest film festival in Portugal and one of the most important in the world, **Imagination Films** produced the VFX of this wonderful film

# 2020

ALWAYS MOVING FORWARD

## NFTs A WORLD OF OPPORTUNITIES FOR CREATIVES, ARTISTS, AND VISIONARIES

**THIRTY-ONE COPIES OF MY 1ST NFTS  
SOLD OUT IN LESS THAN 10 MINUTES**





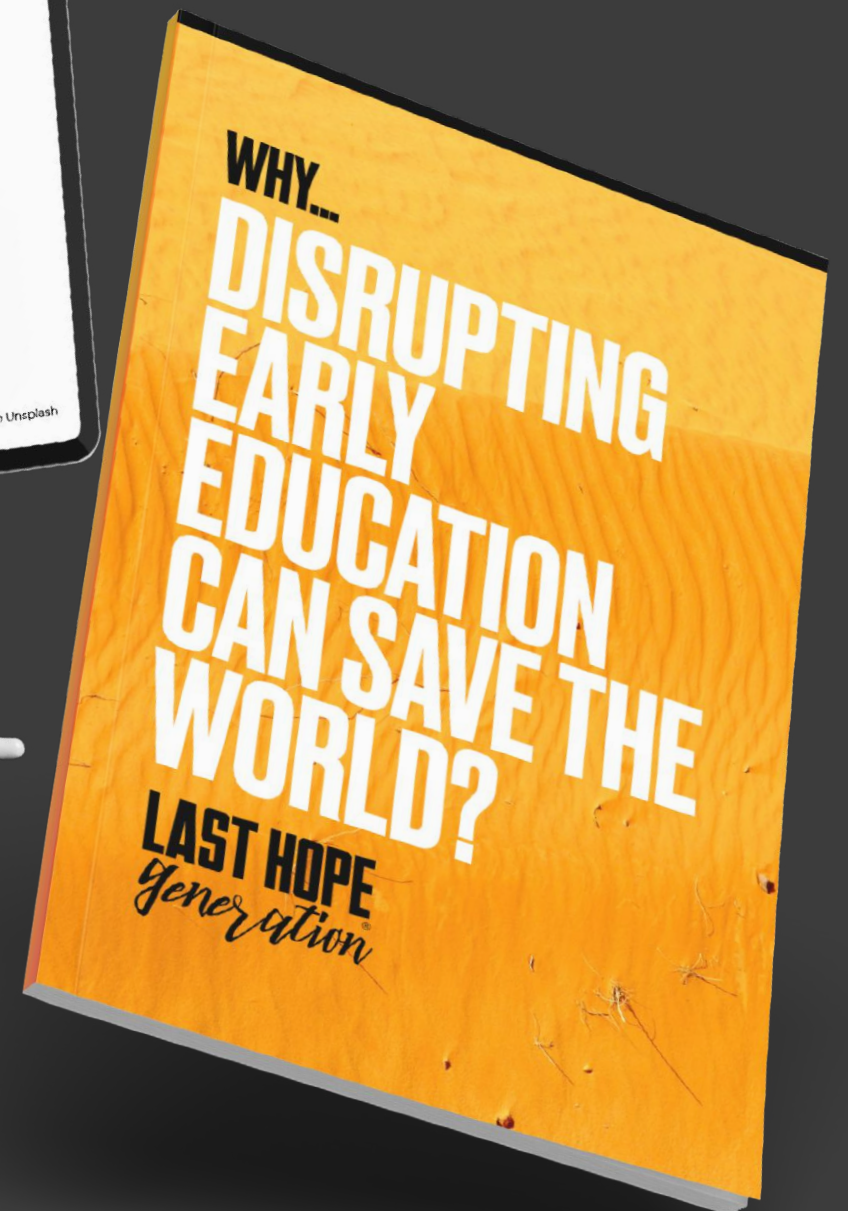
**LAST HOPE**  
*Generation*<sup>®</sup>

**I DREAM OF A  
BETTER  
TOMORROW FOR  
GENERATIONS TO  
COME**



**A 15K NFT  
COLLECTION  
THAT  
TRANSFORMS  
INTO A SEED  
OF HOPE**

# NEXT? KEEP MOVING FORWARD



# THE FUTURE?



I'm a storyteller;  
every picture  
should narrate one

# 2021

CREATIVE DIRECTION @PORTION.IO

## DESIGN FOR LEADING AND WINNING OVER THE COMPETITION

Digital Fashion Carrousel:

Don'ts.



Focus+Align+Blend with Main-Subject.



Focus+Align+Blend with Main-Subject.



Focus+Align+Blend with Main-Subject.

Portion Team Confidential

September 27 - 2021

GUIDELINE path:

Project - FLYER.



Keep X objects:

Logo.  
"Clouds".  
Cloth.



Portion Team Confidential

September 27 - 2021

GUIDELINE path:

Project - \$PRT.



Team Confidential



September 27

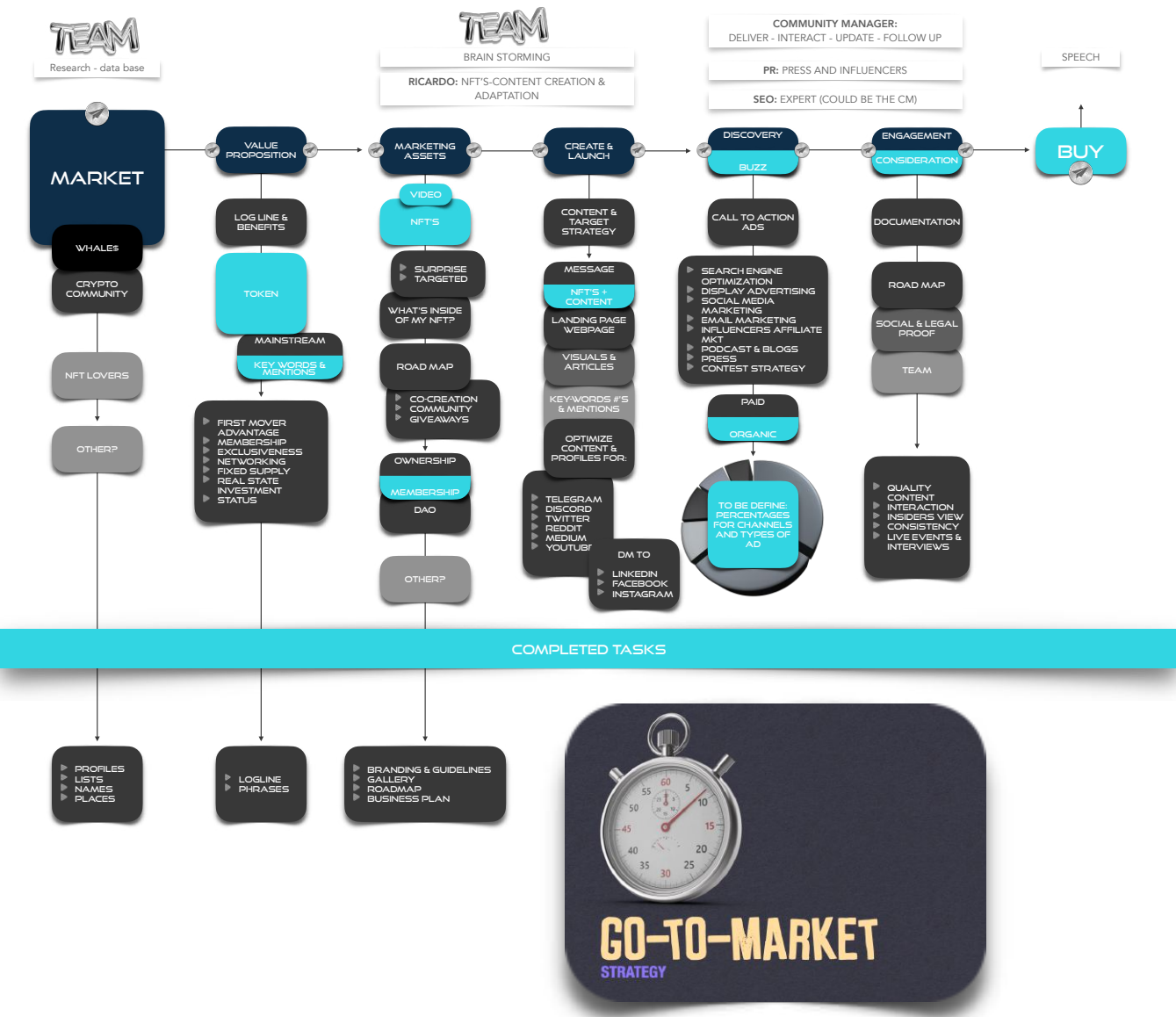
# 2021

GO TO MARKET & UI+UX STRATEGIES

THE CRYPTO COMMUNITY IS CRAZY ABOUT TOKENOMICS

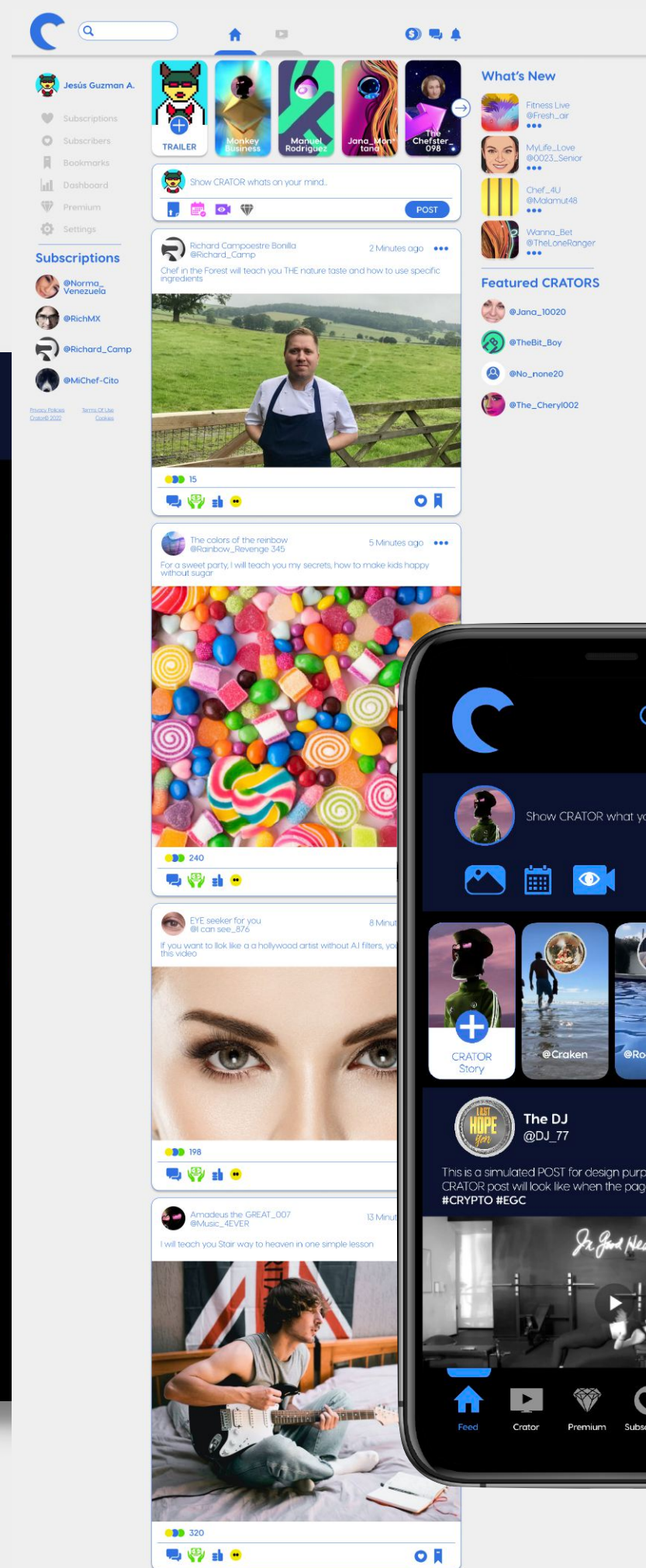
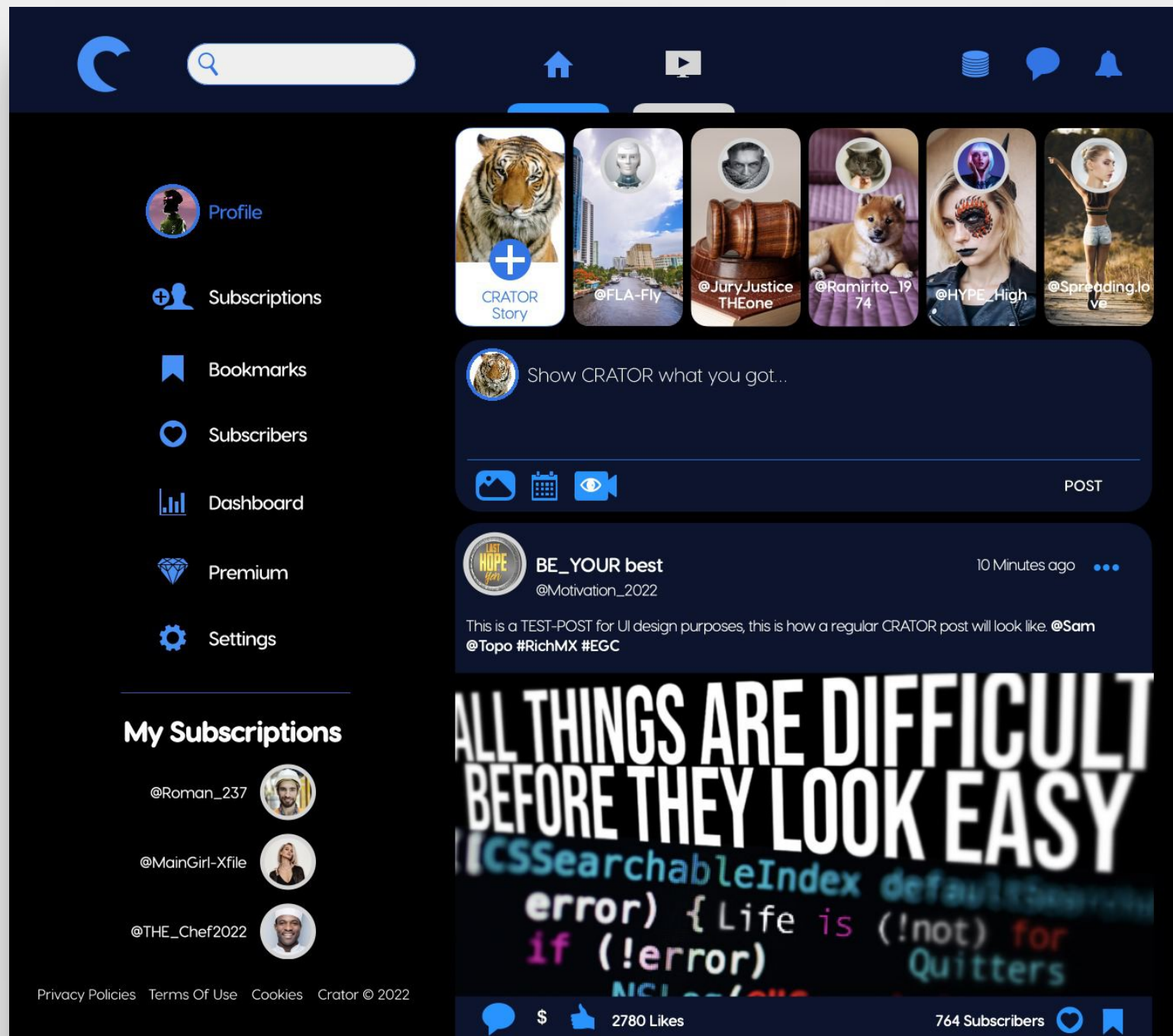
ME:

- Craft strategies for all marketing facets
- Design: Roadmap - White Paper - Webpage
- Go-To\_Market Strategy
- Content Creation - Creative communication.
- UI/UX
- Identify opportunities for new markets, including going mainstream
- Among others...



# UI/UX

FIAT + CRYPTO + CREATIVITY

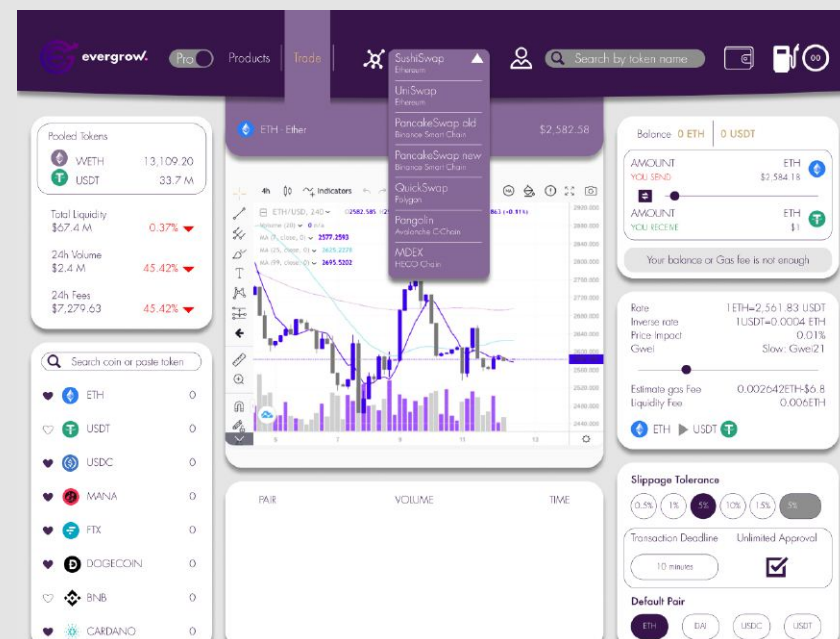
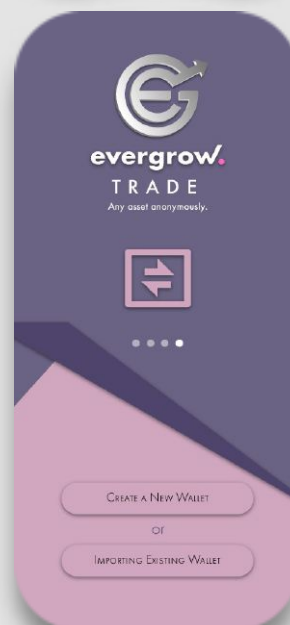


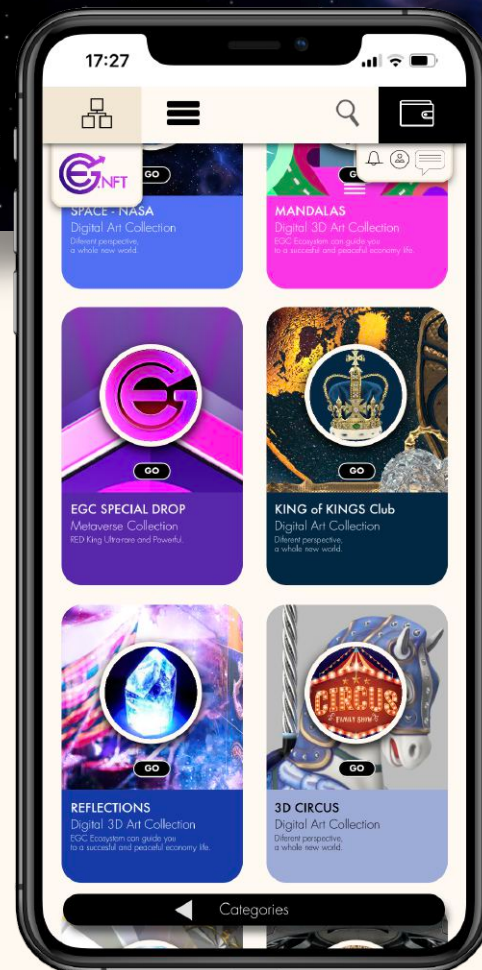
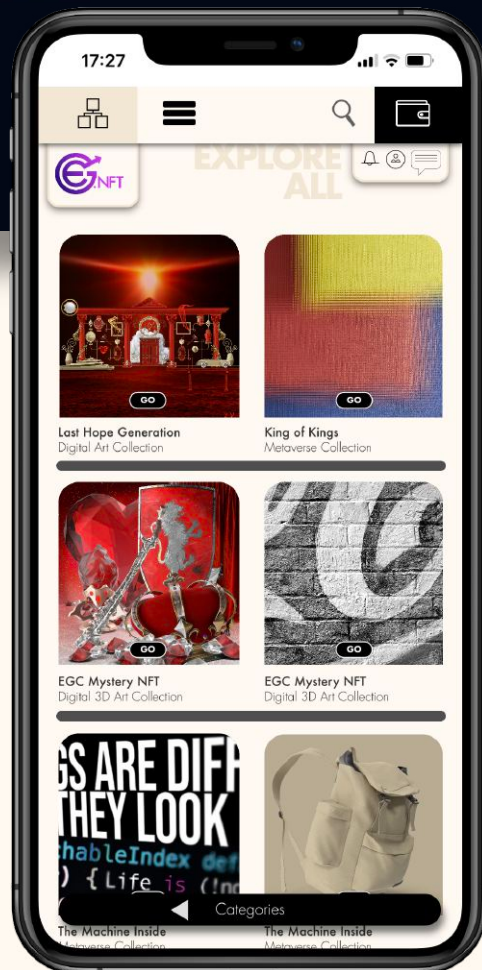
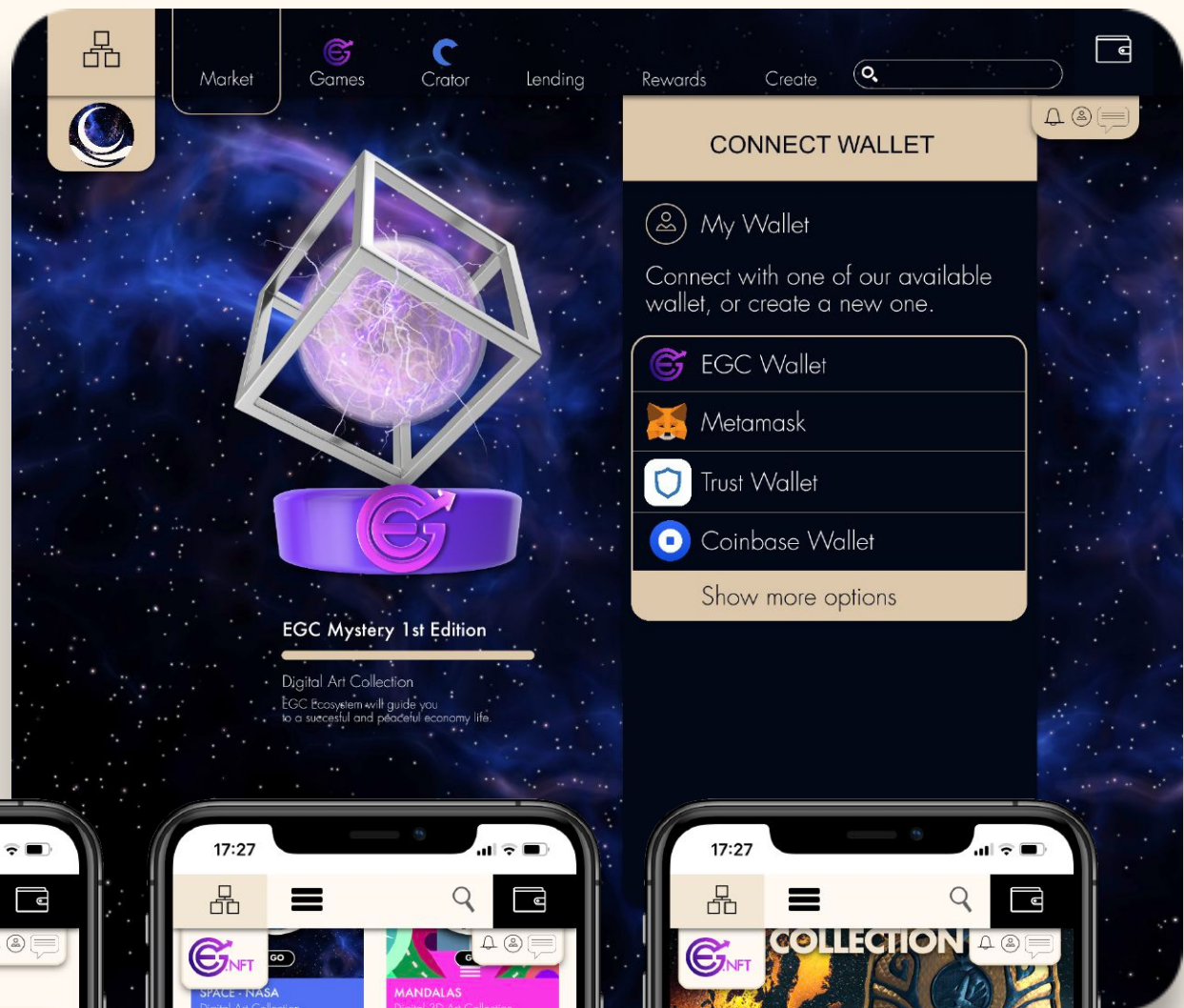
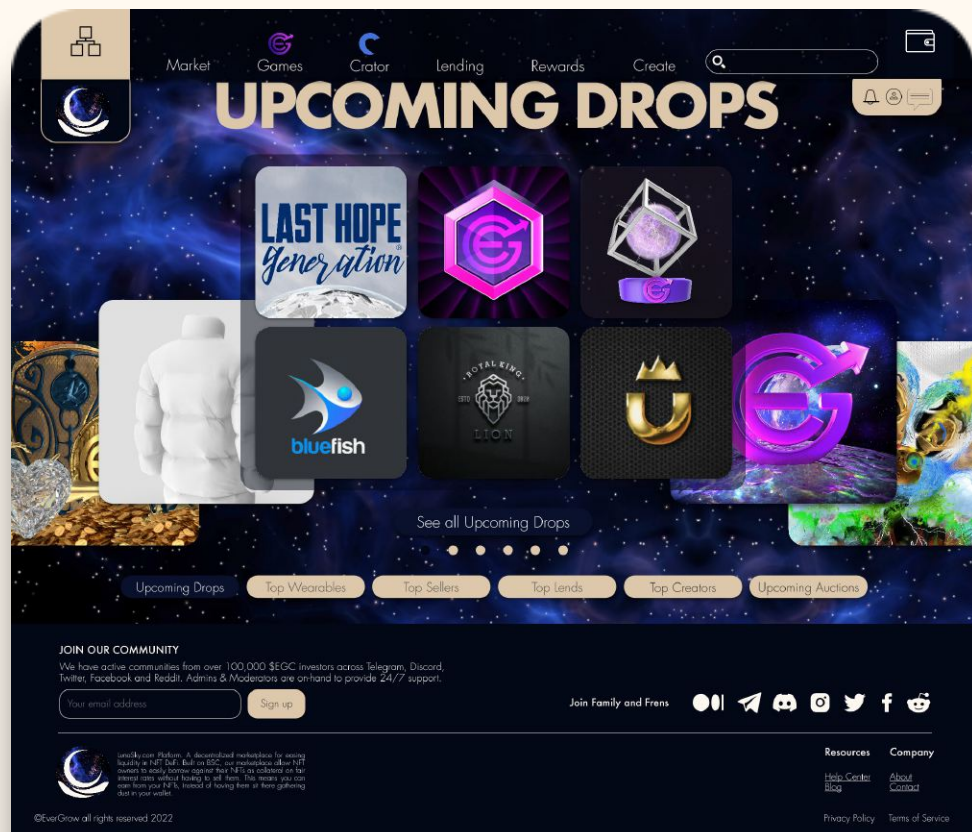
# 2022

CMO + UI + UX CCO

## LET'S TALK ABOUT UI/UX AMONG CONTENT CREATION STRATEGIES

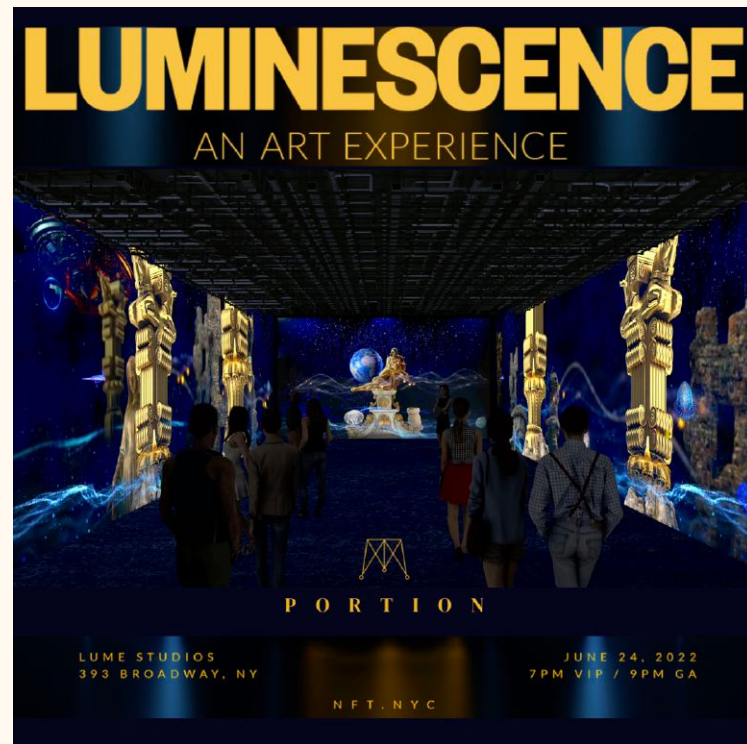
- Design UI/UX: Platforms - White Paper - Webpage
- NFT marketplace UI/UX
- Content Creation - Creative communication
- Design branding: Guidelines and strategies
- Identify opportunities for new markets, including going mainstream



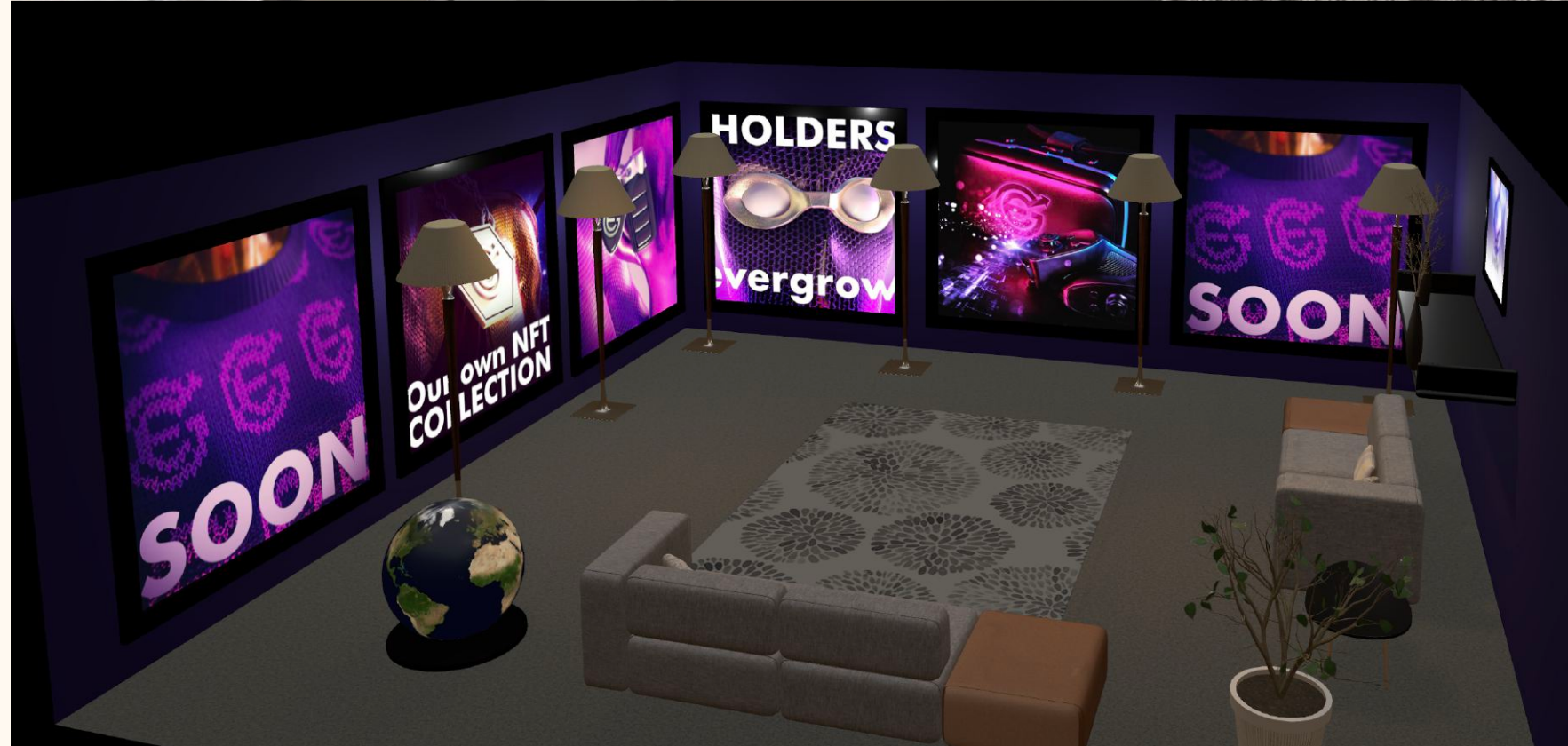


# AR VR IMMERSIVE

THE USE OF TECHNOLOGY  
FOR BETTER MARKETING IS  
A MUST



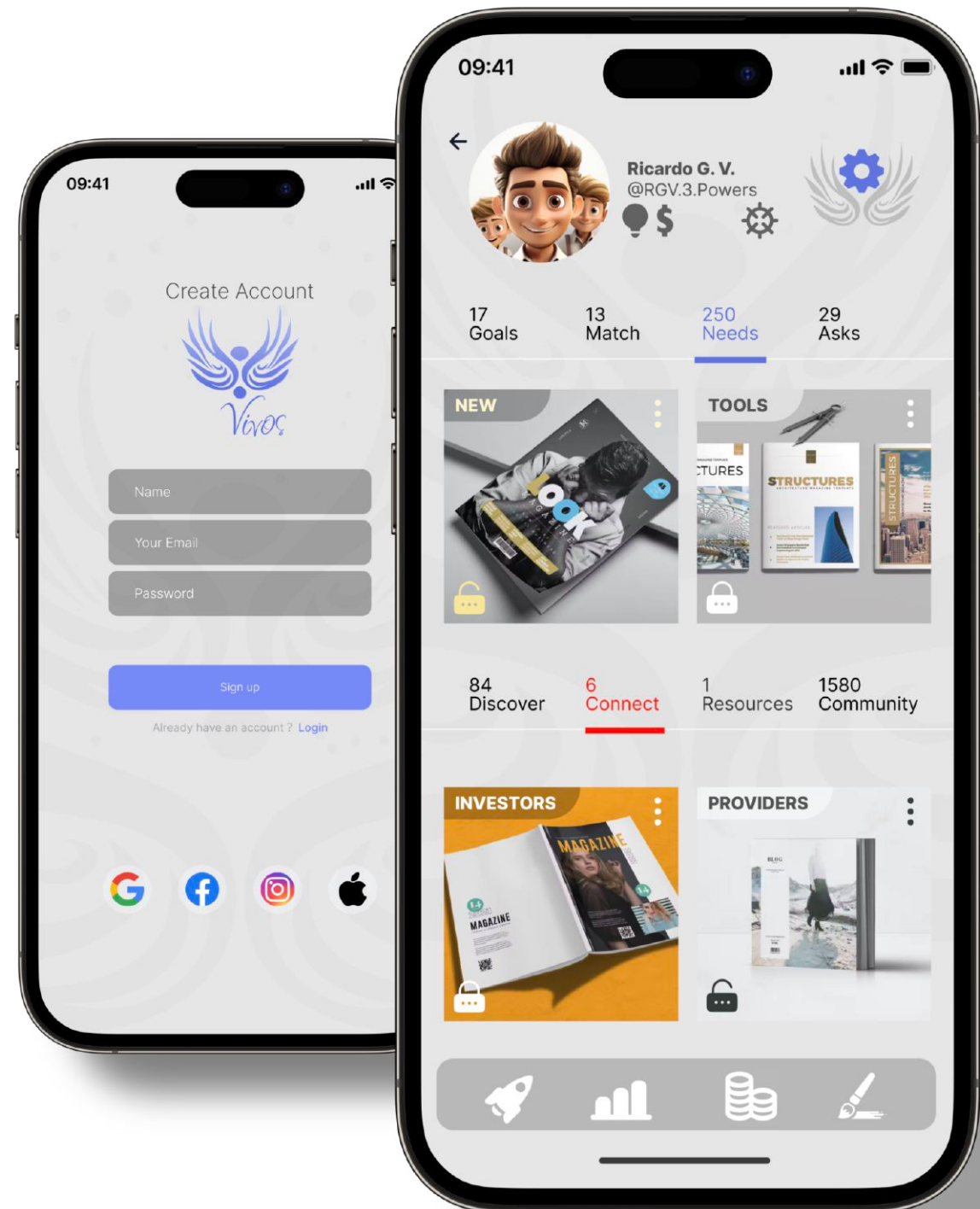
- Identify new and innovative tools to showcase brands
- The use of technology to enhance the narrative and user experience - To stand out from the crowd



# 2023

CMO + BUSINESS DEVELOPMENT

## HELPING COMPANIES GROW AND SUCCEED



# 2025

**I WORK HARD... ONLY  
HARD WORK WILL  
LEAD TO ACHIEVING  
YOUR DREAMS**



Ricardo Gómez



<https://ricardogomez.space/>

