

JOHN COTA

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TOP-PERFORMING EXECUTIVE BRAND & A.I.-ENABLED MARKETING LEADER

- Creative Operations Lead • Senior Creative Director • Head of Branding • Senior Director of Marketing • Marketing Leadership
- Brand Governance • Digital Transformation • A.I.-Driven Marketing & Creative Innovation • Architected Brand Identity • Scaled Teams • Integrated Go-To-Market Strategy • Budget Ownership & ROI Accountability (\$50M+) • Cross-Channel Marketing (Digital, Social, Print, Experiential) • Boosted Market Presence • Member/Customer Journeys • Oversaw Go-To-Market Strategies
- Enhanced Engagement • Promoted 3X • Earned Several CEO Accolades for Brand Launches • Fluent in Spanish

PROFESSIONAL EXPERIENCE

L.A. Care Health Plan, Los Angeles, CA

2006 - 2026

Senior Director of Brand, Creative & Marketing

May 2021 – March 2026

- Provided visionary leadership to Creative Services and Marketing teams. Aligned key deliverables with ambitious goals and delivered persuasive brand presentations.
- Responsible for developing L.A. Care's principal umbrella brand and all sub-product and partnership brands.
- Architected the full enterprise brand strategy and creative direction for a multi-billion health plan, establishing a consistent voice, visual system, and messaging across Medi-Cal, Medicare, ACA/Covered California, and supplemental product lines.
- Spearheaded integrated campaign strategy development across digital, social, print, media, and community channels to enhance audience engagement and performance, by up to 70%, within a span of 10 years.
- Oversaw brand strategy and corporate identity for a multi-billion-dollar health plan.
- Leveraged generative A.I. platforms including ChatGPT, Claude, and Grok to accelerate creative development, content generation, and campaign ideation—reducing production timelines and increasing output scalability.
- Ensured consistently compelling messaging and an authentic voice across all channels.
- Owned annual marketing and Go-To-Market plans to boost brand, drive growth, and retain members.
- Guided high-performing teams by hiring top outstanding talent while managing focused coaching efforts on rigorous performance management and professional development.
- Championed change management initiatives within marketing functions by augmenting efficiency, focusing on enhancing workflows for improved scalability across operations.
- Collaborated meticulously with executive leadership to translate fragmented business objectives into clear, concise campaign roadmaps that ultimately drive tangible results.
- Delivered annual presentations to the Board of Governors on brand and marketing, yielding ROIs.
- Managed annual enterprise budgets for the organization, exceeding \$50 million.
- Integrated A.I.-driven workflows into marketing and creative operations, utilizing automation tools such as Zapier to streamline processes, improve efficiency, and enhance cross-channel execution.
- Applied A.I. to web and application development initiatives, enabling rapid prototyping, UX optimization, and scalable digital experiences across brand platforms.

Director of Brand, Creative & Marketing Operations

Aug 2017 - May 2021

- Attained a 30%+ increase in vendor 'added value' by creating an internal vendor tracking and financial control system featuring robust analytics that improved financial compliance.
- Achieved a remarkable 42% efficiency boost by adeptly modernizing the existing project management system, resulting in streamlined processes and enhanced overall productivity.
- Built a Creative Services team of 10+; Optimized forecasting and ensured brand consistency.
- Led creative strategy and execution for member communications across Medicaid/Medi-Cal, Medicare, and ACA with a focus on clarity, consistency, and regulatory compliance.

- Spearheaded research-backed brand initiatives, translating key customer insights into effective creative strategy through assessments, focus groups, and studies.
- Introduced emerging A.I. tools and automation frameworks to modernize creative workflows, improving production efficiency and enabling data-informed creative decision-making.
- Implemented cohesive enterprise brand compliance governance by collaborating inter-departmentally to ensure proper utilization of messaging and visual standards.
- Owned comprehensive brand development and orchestrated a transformative flagship logo redesign implemented across all traditional and digital channels to enhance identity.
- Oversaw comprehensive copywriting initiatives to significantly enhance clarity, readability, and persuasive audience engagement through rigorous, detail-oriented proofreading.

Manager of Brand & Creative Services

May 2015 - Aug 2017

- Oversaw creative execution for enterprise marketing communications, including print, web, digital, video, collateral, and marketing campaigns.
- Served as a brand standards subject matter expert for corporate identity, ensuring consistent brand guidelines, logo usage, templates, and asset governance.
- Directed creative execution for enterprise marketing communications, meticulously overseeing both print, web, digital, video, collateral, and global marketing campaigns.
- Led and directed tailored photography initiatives in collaboration with external photographers.

Graphic Designer & Brand

Jan 2006 - May 2015

- Designed health plan marketing graphics and materials to enhance brand visibility.
- Optimized brand assets with innovative strategies to boost market presence.
- Led initiatives that accelerated brand development and boosted customer engagement.

PRIOR PROFESSIONAL EXPERIENCE

Sensor Systems, Inc., Chatsworth, CA

Marketing Specialist & Graphic Designer

- Designed direct mail, catalogs, proposals, presentations, and branded templates as the in-house creative lead to support new product launches and enhance sales enablement.
- Developed targeted marketing campaigns that effectively identified core customer needs through comprehensive market research, strengthening competitive market positioning.

Kolor Graphics Bureau, Los Angeles, CA

Production Artist/ Customer Support

- Ensured quality file setup for print clients, enabling account management and prepress.
- Delivered exceptional output managing prepress production for multiple projects.

FedEx, Los Angeles CA

Operations/Service Manager

- Managed over 100 personnel to achieve high quality and safety in operations.
- Oversaw multi-million hub operations: managed inbound/outbound flows for seamless delivery.

EDUCATION

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

East Los Angeles College, Monterey Park, CA
Associate of Arts, Liberal Arts

CERTIFICATIONS, TECHNOLOGIES, & SKILLS

Certifications: Multimedia Certificate, California State University

Technologies: Adobe Creative Suite • Google Analytics • Microsoft Office • HubSpot • Salesforce • Asana • Trello • Slack • Podio • MailChimp • Google Workspace • WordPress • HTML • CSS & JavaScript • ECommerce • Canva • InVision • Sketch • Figma

A.I. Platforms: ChatGPT • Gemini • Grok • Claude • Lovable • Zapier • Blaze • Jasper • Surfer • Copilot • Firefly

Skills: Brand Strategy & Identity Development • Creative Direction & Services Leadership • Team Building & Talent Development • Enterprise budgets • Integrated Marketing Campaigns • Creative Workflow Modernization & Digital Transformation • Executive Brand & Marketing Leadership • Change Management & Scalability • Strategic Vision & Innovation • Budget Optimization & ROI Analysis • Storytelling & Copy Oversight • Brand Expression • Analytical & Data-Driven Decision Making