

Anibal Nunez

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Profile

Executive creative leader who builds high-performing organizations and ships work that audiences love and the business can measure. 20+ years across streaming, media, and tech; deep video/content craft, global campaign operations, and AI-enabled production. MBA. Led 125+ creatives across 31 markets; over 30 industry awards and two Emmy nominations.

Professional Experience

Creative & Content Strategy Consultant , Self-Employed, Bay Area

January 2024 — Present

- Advised clients including SonicLabs & Major League Baseball on innovative creative org design & effective campaign systems.
- Integrated AI-assisted workflows to enhance efficiency & ensure governance in content production.
- Delivered high-impact brand spots and performance-focused video content aligned with strategic growth targets.
- Established practical AI content pipelines with human-in-the-loop QA, reducing cycle time while ensuring brand safety.
- Developed performance video & social assets aligned with funnel KPIs, creating testing matrices & actionable playbooks.

Head of Creative Services, Crunchyroll, San Francisco

January 2021 — December 2023

- Led global creative org. of 125+ personnel across design, video, motion, sound, and production through rapid scaling from <1M to 12M+ premium subscribers.
- Delivered award-winning creative campaigns generating measurable business impact: Dragon Ball Super: Super Hero (\$97.2M box office), Attack on Titan trailers (25B+ impressions, 12% trial lift), Supercharged global campaign (3M+ trailer views, six tentpole series launch).
- Managed the Funimation & Crunchyroll merger integration, maintaining operational velocity & creative standards throughout organizational transition.
- Built scalable creative ops, including streamlined localization processes, cross-regional workflows, & performance measurement frameworks across 31 markets.
- Established team as industry creative leader, with work recognized through major awards & consistent over-delivery on campaign performance benchmarks.

Senior Director / Creative Director, Elation (VRV & Crunchyroll), San Francisco

April 2016 — January 2021

- Built the creative video & copy teams from scratch to launch VRV, a multi-channel streaming platform spanning anime, gaming, comedy, & geek culture content.
- Delivered 1.5M users and 1B+ minutes streamed in year one through award-winning creative campaigns & platform identity work.
- Created scalable production systems, including multi-market workflows & quality frameworks balancing licensor requirements with operational efficiency.
- Produced high-performing creative assets on constrained budgets, with trailers & branded content recognized through major industry awards.
- Partnered across lifecycle, social, & user acquisition teams to optimize creative performance against acquisition & retention goals.

Earlier Roles — Networks & Studios, Various, Prior to 2016

- Senior Creative Producer, WGN America — led premium teasers/trailers & social content.
- Senior Producer/Editor, MLB Network — produced promos & branded content; work recognized with an Emmy nomination.
- Individual Contributor roles spanning producer, editor, copywriter, & motion graphics designer across ESPN, Fox Sports, NBC, The History Channel, MSG Media, & agency partners — foundational experience developing creative marketing expertise.

Skills

Competencies

Creative Direction, Content Strategy, Campaign Development, Project Management, Org. Design & Resourcing, Budgeting & Vendor Management, Stakeholder Management, Change Management, Localization & Versioning operations, Performance Marketing / Paid Media Partnership, Lifecycle/CRM, User Acquisition (UA), OKR & KPI Mapping & Dashboards, AI-enabled Production, Governance & Brand Safety, DAM/CMS Workflows, GTM Planning

Tools and Platforms

Looker, Wrike, Airtable, Frame.io, Adobe CC, HeyGen, Creatify. Canva, Fotor, Midjourney, Runway, ElevenLabs, Hedra

Education

Fordham University MBA

Dual Major: Marketing and Media Communications

Marymount Manhattan Bachelors

Communications

Certifications

- Google Project Management — Coursera
- Strategic Organization Design — LMU Munich
- Google Ads Creative, Google Ads Display — Skillshop
- Generative AI for Leaders, Advanced Prompt Engineering —Vanderbilt
- The Language of Design: Form & Meaning — CalArts
- Organizational Analysis — Stanford

Awards & Honors

Over 30 industry awards (Telly, MUSE, Summit, MarCom) and two Emmy nominations — full list: anibalnunez.net/awards

Additional Information

Languages: English (native) • Spanish (conversational)