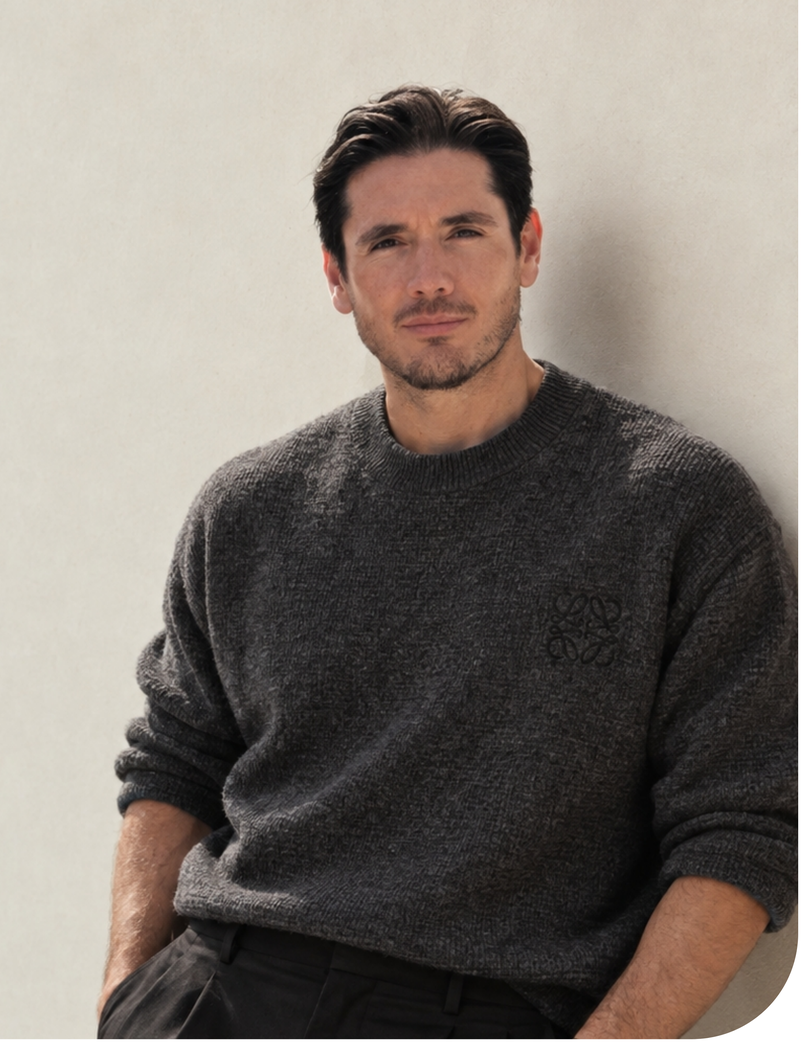


CARLOS ISAAC DIAZ

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Brand and creative executive with 20+ years shaping premium brands, leading creative organizations, and driving commercial growth across luxury hospitality, spirits, bespoke residential design, and lifestyle businesses. Combines an instinct for brand distinction with seasoned business judgment, exceptional creative standards, and a people-first approach to leadership.

▶ OPEN TO GLOBAL RELOCATION ▪ 20+ YEARS OF EXPERIENCE ▪ LUXURY MARKETING

CORE COMPETENCIES

BRAND EQUITY & DESIRABILITY ▪ CLIENT EXPERIENCE & LOYALTY ▪ CREATIVE DIRECTION & CRAFTSMANSHIP

BRAND STRATEGY & POSITIONING ▪ COMMERCIAL GROWTH & P&L ACCOUNTABILITY ▪ TALENT DEVELOPMENT

INTEGRATED BRAND COMMUNICATIONS ▪ CONSUMER INSIGHTS & MARKET INTELLIGENCE

EXECUTIVE EXPERIENCE

FIELDBROOKS / PARTNER & EXECUTIVE BRAND DIRECTOR — 2025 - PRESENT

BESPOKE RESIDENTIAL DESIGN ▪ LUXURY STONE ▪ TEXAS, USA

- Stepped in as equity partner to transform an established regional builder (est. 2022) into a bespoke luxury design brand—architecting the identity, digital ecosystem, and video storytelling (growing social audience 9x) to capture high-net-worth clientele.
- Drove revenue growth from $350K to a projected $4.4M annual run rate within one year of rebranding, increasing average project value from $45K to $160K.
- Directed geographic expansion from Laredo into San Antonio, Austin, and Dallas, establishing a distinct resort-living market position while earning 55+ 5-star client reviews.
- Established direct sourcing relationships with premium stone quarries, reducing material acquisition costs by approximately 55% and supporting the launch of Earth by Fieldbrooks, a luxury sculptural furniture brand.

DIAZ AD GROUP / FOUNDER & CHIEF CREATIVE DIRECTOR — 2018 - 2025

ADVERTISING ▪ EXECUTIVE LEADERSHIP ▪ GLOBAL BRAND DEVELOPMENT

- Built and scaled a 45-person multidisciplinary brand agency, appointing 5 creative and operational directors while governing P&L and creative standards across the U.S., Mexico, and Europe—spanning global spirits houses like William Grant & Sons to bespoke hospitality, automotive, and wellness.
- Advised global founders, corporate boards, and C-suite leaders across 65+ prestige and emerging enterprises in 21 industries, stewarding $45M+ in marketing capital to architect category-defining positioning and commercial expansion.
- Directed the overarching creative vision across cinema-grade film, OOH, experiential, and high-converting digital ecosystems—including bespoke e-commerce flagships generating $500K+ in monthly revenue.

MINT DENTISTRY / EXECUTIVE CREATIVE DIRECTOR — 2014–2018

CONSUMER HEALTHCARE & WELLNESS ▪ MULTI-LOCATION BRAND

- Orchestrated the brand positioning, luxury in-office retail experience, and scalable marketing infrastructure that drove expansion from 4 to 32+ locations across DFW and Houston—scaling annual revenue nearly 11× from $10.5M to $115M.
- Directed integrated campaigns across metropolitan OOH, radio, paid social, and web while building centralized call-center and intranet systems for 300+ staff—driving a 46× surge in organic traffic and achieving new-unit profitability within 30–90 days.

CARLOS ISAAC DIAZ

BRAND & CREATIVE EXECUTIVE

SELECTED BRAND ENGAGEMENTS

WILLIAM GRANT & SONS / 2024–2025

PRESTIGE & PREMIUM SPIRITS ▪ INTEGRATED BRAND MARKETING

- Architected bespoke, gamified digital experiences across a flagship global spirits portfolio within strict brand governance—achieving 37%–44% lead conversion rates (surpassing industry benchmarks by nearly 6×).
- Directed multi-state campaigns across 20 U.S. markets, pairing precision competitor conquesting with curated cultural and experiential incentives to generate 5.08M+ impressions, 2.65M+ unique reach, and 48,900+ direct microsite engagements.
- Directed integrated digital-to-retail strategies connecting targeted media with in-store engagement—capturing 10,575 verified first-party consumer profiles, accelerating national distributor buy-in, and expanding retail shelf placement.

CABO YACHT CHARTERS / 2021–2025

LUXURY HOSPITALITY ▪ COMMERCIAL GROWTH

- Transformed a single-vessel charter into Los Cabos' #1-rated luxury hospitality brand, directing brand elevation, superyacht launch strategy, and cultural talent activations reaching 20M+ followers to capture affluent travelers.
- Propelled 300%+ annual revenue growth and fleet expansion from 1 to 6 luxury vessels—scaling volume past 100+ charters monthly through precision omnichannel acquisition, custom booking architecture, and 1,845+ high-ticket inquiries.

BOB PENKHUS MOTOR COMPANY / 2020–2025

MULTI-UNIT RETAIL EXPERIENCE ▪ HIGH-TICKET ACQUISITION

- Overhauled omnichannel storytelling, digital UX across 50+ landing pages, and Performance Max architecture—doubling (2×) flagship web conversions, reducing bounce rates 35%, and scaling client advocacy to 1,515 reviews (82.9% 5-star sentiment).
- Directed commercial film, art-directed brand campaigns, and geo-fenced showroom conquesting across a multi-location retail group—securing the #1 regional market ranking, a 64% local search impression share, and 14% YoY revenue growth.

EXECUTIVE ENDORSEMENTS

"CARLOS REALLY CARES ABOUT THE CREATIVE PROCESS. HE HAS A KEEN EYE FOR DETAILS AND KNOWS HOW TO BRING OUT THE VERY BEST IN A BRAND."

HARRY H. HARRISON JR.
VP OF MARKETING, MINT DENTISTRY
NEW YORK TIMES BESTSELLING AUTHOR

"CARLOS AND HIS TEAM CONTINUE TO EXCEED OUR EXPECTATIONS YEAR AFTER YEAR. THEIR WORK HAS BEEN INSTRUMENTAL IN HELPING US ACHIEVE OVER 300% GROWTH."

JOHN HENNER
CEO / CABO YACHT CHARTERS

EDUCATION

GLOBAL UNIVERSITY / 4-YEAR DIPLOMA IN THEOLOGICAL STUDIES – SPRINGFIELD, MO
ORAL ROBERTS UNIVERSITY / ADDITIONAL STUDIES IN EXECUTIVE LEADERSHIP & COMMUNICATIONS – TULSA, OK

LANGUAGES / ENGLISH & SPANISH

PORTFOLIO · CASE STUDIES · EXECUTIVE ENDORSEMENTS
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