

MARIO CHACON JR.

CREATIVE DIRECTOR | BRAND STRATEGY & E-COMMERCE

501 Magnolia Unit 102
South Pasadena, CA 91030

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PROFILE

Creative Director, entrepreneur, and brand strategist with extensive experience building and elevating brands across wellness, medical, consumer, and entertainment industries. Specialized in creative direction, brand development, business growth, and digital commerce, combining executive-level strategy with premium visual storytelling and a deep understanding of market behavior, customer engagement, and design-driven brand positioning to create impactful, scalable brand experiences. Experienced in product presentation, live commerce, buyer pitching, and sales-driven marketing across e-commerce and retail platforms, with a strong ability to align creative execution with consumer demand, market research, and revenue growth opportunities.

EDUCATION

BA, Cinema and Media Studies
University of Southern California
2004 - 2006

BA, Visual Communications
Westwood College of Technology
2001 - 2004

CORE EXPERTISE

- Creative Direction & Brand Development
- Sales, Marketing & Revenue Growth
- E-Commerce & Marketplace Growth
(Shopify, Amazon, eBay)
- Live Commerce & Sales Conversion
- Buyer Presentations & Go-to-Market Strategy
- Digital Marketing & Customer Acquisition
- Business Development & Strategic Partnerships
- Content Production
(Photo, Video, Live Streaming)
- Data Analytics, KPI Reporting & CRM Integration
- Cross-Functional Team Leadership
- UX/UI & Customer Experience Design

WORK EXPERIENCE

CREATIVE DIRECTOR (CONSULTING)

Sunny Health & Fitness | Mar 2026 - Present

Lead creative direction and brand strategy across digital, retail, social, and e-commerce channels for a nationally recognized fitness and wellness brand. Partner with executive leadership to drive brand growth, customer experience, and integrated marketing initiatives.

- Lead creative across branding, e-commerce, digital marketing, retail, and social campaigns.
- Oversee brand identity, storytelling, and visual consistency across all customer touchpoints.
- Develop and execute 360° campaigns for launches, partnerships, and seasonal initiatives.
- Collaborate cross-functionally with Product, Marketing, and UX/UI teams to deliver cohesive customer experiences.
- Guide creative strategy through analytics, consumer insights, and market trends.

E-COMMERCE, LIVE COMMERCE & MARKETING DIRECTOR

Super Products | Jan 2026 - Present

Transitioned from Full-Time Leadership Role into Ongoing Consulting Partnership

Lead e-commerce growth, live commerce operations, and marketing strategy for licensed entertainment and collectible brands across marketplace and direct-to-consumer channels.

- Lead marketing and commercial growth for licensed brands including Invincible, Bob Marley, and Jimi Hendrix.
- Host and monetize live commerce events through eBay Live, driving customer engagement and revenue growth.
- Develop product positioning, launch strategies, SEO, and marketplace optimization initiatives.
- Analyze sales performance, conversion metrics, and profitability KPIs to support growth strategies.

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WORK EXPERIENCE

CREATIVE DIRECTOR & FOUNDER

Healbody Wellness | 2024 - 2026

Founded and led a premium hyperbaric wellness company, overseeing brand strategy, creative direction, and digital growth across B2B and B2C channels.

- Directed branding, marketing, and digital commerce initiatives
- Supported dealer network growth and go-to-market strategies
- Oversaw UX/UI, content production, and performance marketing
- Managed trade shows, partnerships, and media appearances

CREATIVE, MARKETING & E-COMMERCE DIRECTOR

Accu-Power / Cycle Charge | 3/2022 - 11/2024

Led creative and e-commerce direction for Accu-Power (B2B) and launched Cycle Charge (B2C), overseeing branding, digital marketing, and campaign execution while managing a multidisciplinary creative team.

- Rebranded Accu-Power through website development, packaging, catalogs, email campaigns, and multimedia content.
- Launched the Cycle Charge Shopify store with 150+ SKUs, product photography, video, and social campaigns.
- Designed trade show environments and optimized digital campaigns for SEO, UX, email marketing, and conversion performance.
- Directed and mentored designers, developers, and marketing specialists across multiple projects.

CREATIVE DIRECTOR AND MARKETING STRATEGIST

Oxyhealth | 2019 - 2022

As Creative Director and Marketing Strategist, I led branding and marketing for print, digital, and video content, ensuring consistency across all channels. I designed PowerPoints, event books, and materials for multiple annual medical conferences. I developed business plans and marketing strategies for new HBOT clinics and drove growth through regional targeting. I also optimized digital campaigns using A/B testing on Shopify platforms.

- Designed PowerPoints, event books, catalogs and themes for medical conferences.
- Created branding for MAPS and IHA conferences, four times per year.
- Developed business plans, sales forecasts, and growth projections.
- Led marketing strategies for new HBOT clinics.
- Optimized campaigns through Shopify and A/B testing.

CREATIVE DIRECTOR - Honest Agency Advertising (Contract) | 2018 - 2019

CREATIVE AND E-COMMERCE MANAGER - Exceptional Children's Foundation | 2016 - 2018

CREATIVE AND MARKETING MANAGER - JAG Precision | 2014 - 2016

ART DIRECTOR & E-COMMERCE MANAGER - Junk Food Clothing | 2007 - 2014