

rubenmendoza

Brand Strategist | Creative Director | Marketing Director

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“Sabía Usted” Advertising Campaign

Advertising Client: ShopRite

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“Sabía Usted” Advertising Campaign

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Savings Booklets

Print/Collateral Client: ShopRite



2013 Hispanic Heritage Booklet

Print/Direct Response Client: ShopRite

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Hispanic Website

Web Design Client: ShopRite



Back to School Email Blast

Online Advertising Client: ShopRite



2009 Hispanic Heritage Booklet

Print/Collateral Client: ShopRite



2010 Hispanic Heritage Booklet

Print/Collateral Client: ShopRite

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ShopRite's Flavor Festival

Promotions/Turn Key Event: Client: Wakefern Food Corp.

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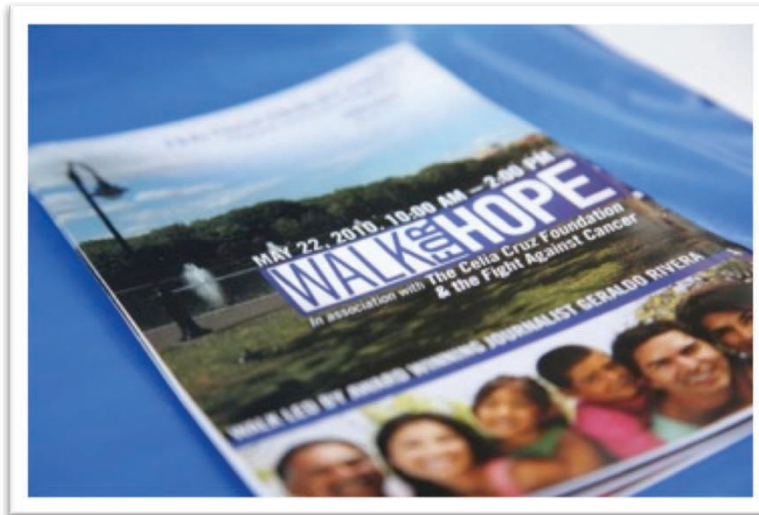


Print/Advertising
Client: Holy Name Medical Center

Print/Advertising
Client: Holy Name Medical Center

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Holy Name Walk for Hope

Promotions/Turn Key Event: Holy Name Medical Center

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WEB DESIGN

**CLIENT: NJ PAIN-ORTHOPEDIC
REHABILITATION GROUP**



PRINT ADVERTISING



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NUEVO 4000 IU

ACTÍVATE CON 4000 IU

Presentando el **NUEVO ADVATE 4000 IU**. ADVATE ofrece más oportunidades de uso para un solo frasco.

La profilaxis con ADVATE reduce significativamente la tasa promedio anual de sangrados (TAS o ARI) de 44 a 7%*

*Después de cambiar de un tratamiento a demanda por 6 meses con tratamiento profiláctico por 12 meses con Advate en 13 pacientes con hemofilia A grave o moderada gravemente tratada.

- Promedio TAS o ARI de 1 sangrado por año durante el uso de profilaxis*
- 42% de los pacientes no experimentaron sangrados durante 1 año con el tratamiento profiláctico*
- La calidad de vida relacionada con la salud (QoR) mejoró en los pacientes, especialmente debido a mejoras clínicamente significativas en:
 - la cantidad de dolor experimentado por el paciente y cuánto dolor interfería con el trabajo normal
 - el tiempo que la salud física puede tener en el trabajo o otras actividades cotidianas

Más se observaron cambios clínicamente significativos en el perfil de los subgrupos relacionados con la salud física de Salud General y Funcionamiento. Para ver el componente relacionado con la salud mental, véase los subgrupos de Salud Mental, Rol Emocional, Funcionamiento Social y Vitalidad.

Información seleccionada sobre los riesgos importantes de ADVATE

- **Usted no debe usar ADVATE si es alérgico a los ratones, hámsters o alguno de los ingredientes de ADVATE.**
- Su médico le indicará la dosis de ADVATE a usar según su peso, la gravedad de su hemofilia A y donde sea la obtención del sangrado.
- Algunos efectos secundarios que se han reportado con ADVATE son: fiebre, dolor de garganta, dolor torácico en la boca, dolor abdominal, diarrea, indigestión, dolor de cabeza, náusea, mareos, calambos espasmodicos, acúfenos, sudor, dolor o hinchazón en las articulaciones, prurito, hemoftalmos, hinchazón en las piernas, molestias en la nariz/garganta y sangrado en la piel.

Para más información, comuníquese al número 1-800-4-ADVATE o visite advate.usa/800

Por favor consulte al otro lado para obtener información detallada sobre riesgos importantes de ADVATE.

Por favor vea la Guía Completa adjunta sobre el Medicamento.

ADVATE
[Factor Antihemofílico (Recombinante), de Método sin Plasma/Albumina]

Para la vida es mucho más.

advate.com 1-800-4-ADVATE

Baxter

La Opción ADVATE

Baxter

NUEVO 2 mL.
Menos para inyectar.
Conveniente para usar.

EL DILUYENTE DE MENOR VOLUMEN PARA ADVATE

Por favor vea en la página 3 la información importante y detallada.

2 mL. Agua Esterilizada para inyección (diluyente)

ADVATE
[Factor Antihemofílico (Recombinante), de Método sin Plasma/Albumina]

La profilaxis con ADVATE reduce la TAS a 7%

44.1

ADVATE ES EL ÚNICO FACTOR VIII (OCHO) RECOMBINANTE QUE ESTÁ APROBADO POR LA FDA PARA LA PROFILAXIS EN NIÑOS Y ADULTOS (ENTRE 0 y 16 AÑOS)*

EL PODER DE DISMINUIR su tasa anual de sangrados

La PROFILAXIS con ADVATE

Consulte la página 7 para obtener información detallada sobre los riesgos importantes de ADVATE. Vea la Guía Completa sobre el Medicamento adjunta.

ADVATE
[Factor Antihemofílico (Recombinante), de Método sin Plasma/Albumina]

Para la vida es mucho más.

www.advate.com

Baxter Healthcare Corporation
TRANSCREATION OF COLLATERAL MATERIALS

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2008 Annual Gala Materials

Print/Collateral Client: American Heart Association



2009 Annual Gala Materials

Print/Collateral Client: American Heart Association



2008 AMERICAN GRAPHIC
DESIGN AWARD WINNER



2009 AMERICAN GRAPHIC
DESIGN AWARD WINNER

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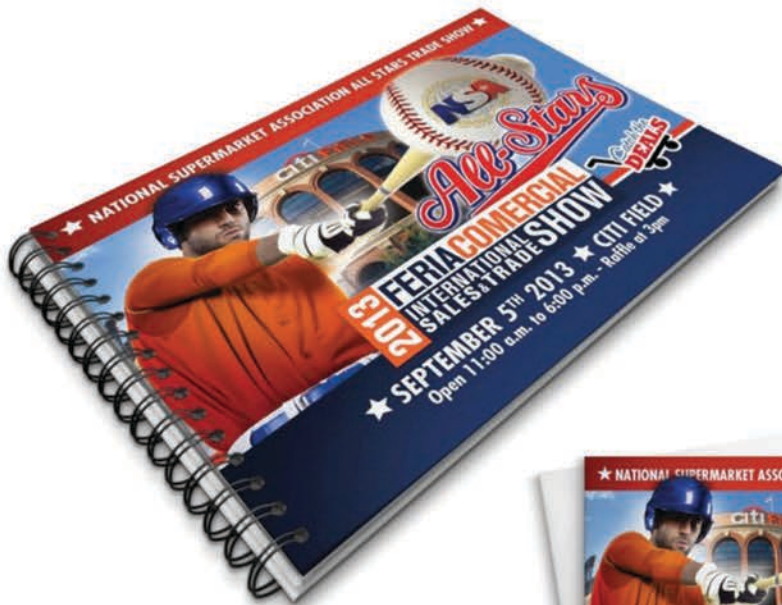


NSA Website

Web Design Client: National Supermarket Association

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NSA Trade Show Order Book & Save The Date Card

Print Collateral. Client: National Supermarket Association



NSA Annual Gala Invitation and Journal

Print Collateral. Client: National Supermarket Association

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Outdoors Campaign

Print/Outdoors Client: Heineken USA



Acquisition Campaign

Print/Direct Mail Client: HBO en Español

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Eden Residences Grand Opening
Print/Advertising Client: Echevarria Industries



Mimi & Mi Pepito Sales Sheets
Print/Collateral Client: NAC Foods

Children First Newsletter

Print//Direct Mail Client: Health First



Health First print Campaign

Print//Advertising Client: Health First

**WE DESIGNED OUR HEALTH PLAN
WITH ONE PRINCIPLE IN MIND.**



YOUR PEACE OF MIND.

"It's great to know we have a health plan that meets our needs. A plan that really cares and is there when we need it. Knowing that my family's health is in good hands gives me peace of mind".



**WE BELIEVE THAT A HEALTH PLAN SHOULD
MEET ONE VITAL REQUIREMENT.**



YOUR FAMILY'S HEALTH.

"My health plan is owned by a group of hospitals I know and trust. Hospitals that are a part of my community. My plan offers the services I need to keep my family healthy. It's great to know that they have excellent doctors and specialists, so my family's health is in good hands".



**SHE KNOWS ONLY A GOOD HEALTH PLAN CAN
PROVIDE YOU WITH THE SECURITY YOU NEED.**



THAT'S WHY SHE'S YOUR DOCTOR.

"It's great to have a doctor who cares about me. Someone who is always there for you when you need her."





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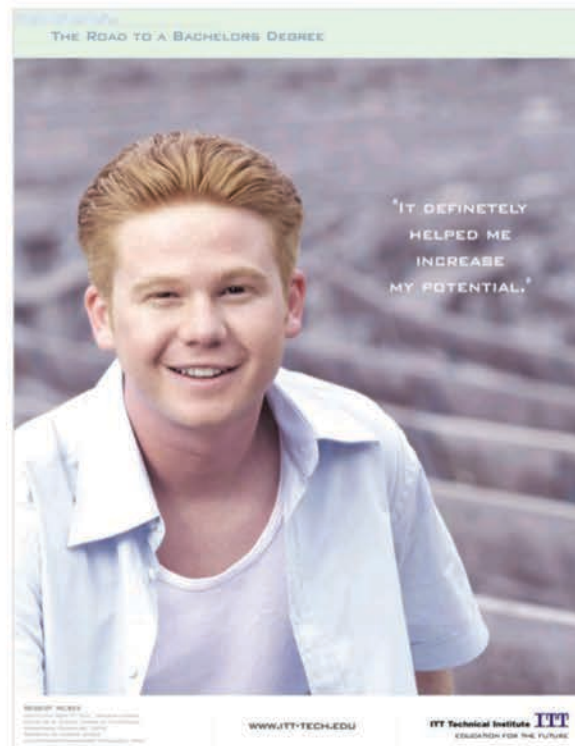
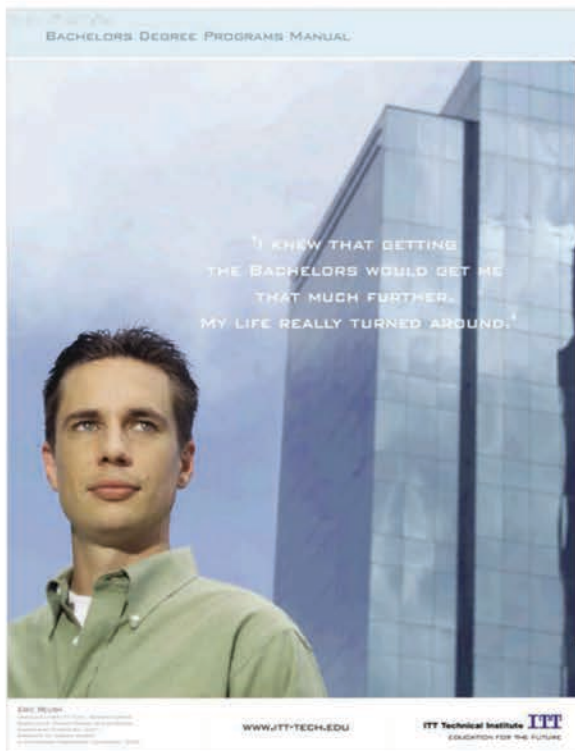
Testimonial Campaign

Print/Advertising Client: ITT Technical Institute



School Posters

Print/Collateral Client: ITT Technical Institute



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Degree Program
Descriptions &
Requirements

Students Sales Brochures

Print//Collateral

Client: ITT Technical Institute

Facts

"ON AVERAGE, AN INDIVIDUAL WITH A BACHELORS DEGREE EARNES 35 PERCENT MORE PER YEAR THAN A PERSON WITH 'SOME COLLEGE,' AND 60 PERCENT MORE THAN SOMEONE WITH JUST A HIGH SCHOOL DIPLOMA."

(THE NATIONAL CENTER FOR EDUCATION STATISTICS, 1999)



GEORGE GRADY

Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering

"AT ITT TECH I REALIZED I HAD TALENT AND THE INSTRUCTORS HELPED BRING THAT TALENT OUT OF ME. SCHOOL IS A BIG THING."



YVETTE CORTAZ

Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering

"I WENT BACK TO GET A BACHELORS DEGREE BECAUSE I FINISHED IT WOULD OPEN MORE DOORS. I STILL WANT TO DO SO MUCH MORE."



ROBERT MCKEE

Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering

"IT DEFINITELY HELPED ME INCREASE MY POTENTIAL."



KEVIN BOLDIN

Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering

"NOT ONLY WAS I ABLE TO GET A FULL-DIVISION BACHELORS DEGREE, I FINALLY USE MY HANDS TO CREATE SOMETHING."



VANDER SANTOS

Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering
Graduated from ITT Tech New York City
Bachelor of Science Degree in Mechanical Engineering

"IT WAS EXACTLY WHAT I NEEDED, FAST, HAND-ON LEARNING, AND WITHOUT ALL THE HASSLE-AND-BOSS. AND STILL THE QUALITY I WANTED."

Student's
Quotes

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Soccer Event MetLife Stadium

Promotions/Turn Key Event: Client: Bimbo Bakeries.

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Grand Opening PR Campaign

Client: Pollo Campero



Grand Opening PR Event

Client: Pollo Campero

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“Sana La Rana” – Community Outreach Program Activation (NY, Houston & Miami)

Event Marketing / Media Relations Client: Pfizer

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Claritin – Wal-Mart Retail Activation (Houston & Miami)

Event Marketing / Media Relations Client: Schering-Plough