



Curriculum Vita 2026

Instructor: Raul Varela

Academic Department: Visual Communications

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Dallas Campus

EDUCATION

MFA in Communication Design : Texas A&M University : 2010

BFA in Art : McNeese State University : 1991

TEACHING EXPERIENCE

2013 – Present, Adjunct Professor, East Texas A&M University

2011 – 2020, Adjunct Professor, Art Institute of Dallas

2010 – 2013, Adjunct Professor, Texas Woman's University

2010 – 2013, Adjunct Professor, DeVry University

PROFESSIONAL EXPERIENCE

Executive Creative Director & Partner, Springbolt Group

January 2025 – Present

Lead creative strategy and brand messaging for AI-driven marketing, data and technology company. Responsible for implementing advanced AI creative models and systems to drive enterprise-level marketing efficiency and optimization. Direct cross-functional teams in developing next-generation content strategies leveraging machine learning and generative AI.

Pioneering integration of AI-powered creative workflows that accelerate campaign development while maintaining strategic quality and brand consistency across enterprise clients.

Managing Partner & Creative Director, Agency 50 (Formerly High Bandwidth)

August 1994 – January 2025 (30 years)

Founded and led full-service strategic marketing and creative agency serving Fortune 500 companies, mid-market businesses, and high-growth startups. Wrote and directed thousands of multi-channel campaigns across print, digital, broadcast, and integrated media.

Built nationally recognized brand delivering award-winning creative work. Successfully transitioned the agency to the Springbolt Group acquisition in 2025.

Brand Director / Investor / Cofounder, PICKUP

August 2014 – July 2023

Cofounded last-mile delivery service and scaled the company to 90+ cities nationwide across major metropolitan markets. Raised \$40 million in Series A and Series B funding while managing operations at significant scale. Developed complete brand identity, messaging strategy, and created all customer-facing content that drove market expansion and customer acquisition.

In 2023, PICKUP was acquired, delivering an incredible exit story that demonstrated the power of strategic brand building and operational excellence. The acquisition validated the platform's market leadership in the on-demand logistics space and cemented PICKUP's position as a category-defining company.

This venture exemplified the successful scaling of a startup from concept to multi-city operations, demonstrating proficiency in brand building, market expansion, investor relations, and strategic business development.

PUBLICATIONS

2011 Logo Lounge 7

2006 McSam Award Best Brochure Design

2005 Dallas IABC Bronze Quill Award

2003 Native American Award : Best Poster Design

1997 International Logos and Trademarks III

1996 Rockport Publishers Letterhead & Logo Design

1996 Print's Best Logos and Symbols Volume V

1995 Print's Best Logos and Symbols Volume IV

1994 DSVC Dallas Show Book

1994 Print's Best Logos and Symbols Volume III

1994 Rockport Publishers Best of Business Card Design

1992 : 1993 : 1994 : 1996 Print's Regional Design Annual

AREAS OF EXPERTISE

Creative Direction | Brand Strategy | Marketing Innovation | Copywriting | Content Strategy | Strategic Planning | Team Leadership | Entrepreneurship | Digital Transformation

AI-Powered Creative Systems | Generative AI Integration | Machine Learning for Marketing Efficiency | AI Strategy & Implementation | Enterprise-Level Marketing Technology