

EXPERIENCE

Publicis Emil

June 2019 – Current

♥ Spain

Senior Art Director / Creative Supervisor

Responsible for the car division of Mercedes-Benz Spain as part of the creative team in Publicis Emil.

Direction and creation of creative campaigns and production supervision.

Giving punctual support to Publicis Emil Global in international campaigns (conceptualization and development of creative concepts).

Commonwealth//McCann

July 2018 – March 2019

♥ Mexico

Sr. Associate Creative Director

Responsible for planning and developing creative ideas in order to meet the needs of Chevrolet Mexico & CAC in terms of brand and product positioning.

In charge of presenting advertising campaigns to the client, as well as supervising art direction and creativity in project production and campaign execution.

Terán//TBWA

June 2017 – July 2018

♥ Mexico

Associate Creative Director

Internal and external advertising campaign development for Nissan Mexico as part of the ATL creative department of Nissan United, in permanent work connection and communication with the digital and BTL department.

Responsible for team coordination and supervising the project production and execution, as well as presenting creative strategies internally and to the client.

Commonwealth//McCann

July 2015 – June 2017

♥ Mexico

Senior Art Director

Campaign development for Chevrolet Mexico as part of the ATL creative department, in coordination with the digital team.

Conceptualization, art direction, editorial design and OOH materials, as well as presentation of traditional, digital and 360° campaigns to the client.

Freelance

December 2012 – May 2017

♥ Spain / Mexico

Art Direction / Offline-Online Designer

RRED & Real Fuerte de la Concepción

Graphic design, branding, packaging and final artwork.

Yanbal Spain

Design of corporate materials and adaptations to Spanish and Italian.

Zuazo Gastón Wineries & Vineyards

Community management and content creation.

Grupo CT & Grupo Caysa

Web design and SEO implementation within the CMS platform Wordpress.

Comunicaciones Alazraki

February 2014 – July 2015

♥ Mexico

This is not Bahamas

September 2011 – September 2012

♥ Spain

Miami Ad School Internships

January 2011 – September 2011

♥ Spain / Netherlands

Unikum Madrid

January 2009 – July 2009

♥ Spain

CEYS Consultora de Educación y Sistemas

October 2008 – June 2009

♥ Spain

Art Director

ATL creative department: Conceptualization, art direction, branding, graphic design and campaign presentations for clients like: City Express Hotels, Sealy, Sección Amarilla, Soriana, Convivencia Sin Violencia, Pronatura, Toros de Tijuana or Nuevo Huichol among others.

Director & Co-Founder

Developing creative projects, communication strategies (internal & external), social media content and web development focused on SEO positioning.

Designing graphical interfaces for mobile apps (iOS & Android) and digital magazines, as well as working on traditional and integrated campaigns.

Art Director / Trainee

China - Madrid (July - September)

Lola MullenLowe - Madrid (April - June)

One Big Agency - Amsterdam (January - March)

Participating in concept creation and creative campaign development (ATL & digital) for clients such as ONO, Rastreator, Heineken, Festival de Sitges, Rexona, Trina y Magnum.

Presenting and developing 360 campaigns within the academic framework for Aviva (insurance industry) and Umbro (sportswear sector).

Online Communication Officer / Web Designer

Graphic & web design, SEO and web optimization for the fashion store Unikum, including monthly content updates and maintenance.

Communication Officer / Webmaster

Internship at CEYS' offline & online communications department: updating data services and optimizing web elements. Graphic & editorial design, photo manipulation, retouching and final artwork.



AWARDS

Ojo de Iberoamérica

2019

Círculo de Oro

2019

IAB México

2019

Círculo de Oro

2018

EFFIE Awards - Mexico

2017

EFFIE Awards - LATAM

2017

Silver & Bronze

Campaign: The magic of Midnight. Client: Chevrolet Mexico.

2 Silver & 5 Bronze

Campaign: The magic of Midnight. Client: Chevrolet Mexico.

Campaign: Drive and Draw. Client: Chevrolet Mexico.

2 Silver

Campaign: The magic of Midnight. Client: Chevrolet Mexico.

Silver & Bronze

Campaign: Spark Ink "Living ink". Client: Chevrolet Mexico.

Silver

Campaign: Spark New Generation. Client: Chevrolet Mexico.

Bronze

Campaign: 2016-2017 Brand campaign. Client: Chevrolet Mexico & CAC.

ACADEMIC EDUCATION

Miami Ad School, Madrid
2009 - 2011

○ User Experience immersive
UX/UI intensive course.

Miami Ad School, Madrid
2009 - 2011

○ Art direction "Advertising creativity" Master's degree
"Quarter Away" at Miami Ad School. Miami, Florida.
Internship at One Big Agency. Amsterdam, Holland.

Rey Juan Carlos University
Campus ESIC, Madrid
2004 - 2009

○ Advertising & Public Relationships degree. Marketing speciality

ADDITIONAL TRAINING

Domestika
2019

○ Design of Interfaces with Sketch

Crehana
2019

○ Matte Painting and photo retouching course

Emotion Consulting
2012

○ SEO - Search engine optimization course

ESIC, Madrid Campus
2005-2007

○ Photoshop, QuarkXpress and Dreamweaver

ESIC, Madrid Campus
2004 - 2006

○ Microsoft Office Suite

LANGUAGES

Spanish (Spain)
Native language

English
Proficient

Internship in Amsterdam, Holland. (January - March 2011).
Quarter Away in Miami Beach, Florida (September - December 2010).
English commercial studies at ESIC Business School (2004-2006).

SKILLS AND COMPETENCES

Software

Proficient user of Microsoft and Macintosh operating systems.

Design programs

Photoshop, Illustrator, Indesign, Sketch, Adobe XD, After Effects, Premier, InVision, Principle, Marvel app, Zeplin, Media Encoder.

Office software

Proficient in Microsoft Office (Word, Excel, Power Point).

Others

Experience in Social Media management: 2.0 communication (Facebook, Twitter, WordPress).

Design knowledge of WordPress and apps for iPad, iPhone, Android & Facebook.