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2010 – Present

FREELANCE ART DIRECTION AND CREATIVITY.

- Art direction and creativity for print and digital. Branding, presentation design, web design, advertising, BTL, Social Media communication and design.
- Clients: Jícara Drinks (premium sustainable & fair trade beverages. Brand creation, web design, print design, Social Media), La Gatoteca (web design and advertising campaign for Madrid's first cat cafe), Igualdad Animal (NGO for animal welfare), S&F Abogados (Spain's leading law firm advocating for cannabis regulation), Keynos (tech start-up), Regulación Responsable, Manifiestación, MJ Freeway, OECM (Observatorio Español de Cannabis Medicinal).
- Freelance and in-house work for advertising, marketing and PR agencies: **Omnicom PR Group Madrid** (DIAGEO Spain, Allergan Pharma, Swissport, Allianz, Pernod Ricard); **Arnold Madrid**; **Peanuts & Monkeys** (Disney Spain, Acciona, Ges insurance, Mitsubishi, new business pitches), **Marketalia** (creative direction for YouTube campaigns: SegurCaixa Adeslas, Treintaycinco MM film school, Artek Mexico); **El Optimista Ideas** (MTV Spain, Paramount Pictures, BBVA Innovation Center and new business pitches), **Ippi Comunicaci3n** (European Recycling Platform, IWS - Integral Waste Solutions brand creation); **343 Creative Strategy** (Panda Software, TargoBank, Magazine and digital design: Pullmantur cruises and travel agencies. Copy writing: technology and travel articles for VOP, Pullmantur's on-board magazine).

2008 – 2010

CREATIVE SUPERVISOR, ADSTORE YOUNG & RUBICAM.

- Created a four-member team with different backgrounds (on / offline). Worked on diverse projects (such as motion graphics for Telefonica's flagship store; retail marketing for Repsol and Leroy Merlin; online advertising, retail and TV spot for Foster's Hollywood restaurants; offline advertising and retail for Halc3n Viajes).
- Worked in various pitches winning new accounts like Repsol and Halc3n Viajes.

2007 – 2008

SENIOR ART DIRECTOR, PUBLICIS DIALOG.

- BTL, brand identity, web design and online campaigns. Worked for brands such as Telef3nica, Beam Global Spain (DYC, Larios, Sauza, Jim Beam), Buitoni, Mexican Tourism Board, Renault.
- Participated in an international brainstorming workshop at Publicis Paris HQ for the launch campaign of Renault Koleos.

2006 – 2007

ART DIRECTOR, TIEMPO BBDO MADRID.

- Offline advertising for PepsiCo Iberia, P&G (Gillette-Venus), Motorola, Salvamento Maritimo, Ministerio de Fomento (Spanish ministry of development), RTVE (Spanish public TV), Masterfoods Espa1a (Snickers), etc.

2005 – 2006

ART DIRECTOR, BASSAT OGILVY & MATHER MADRID.

- Offline advertising for DIAGEO Spain (Four Roses); Ford Motor Co. Spain; Once; Ministerio de Industria, Turismo y Comercio (Spanish ministry of industry, tourism and commerce); Telef3nica.

2003 – 2005

CREATIVE DIRECTOR, EURO RSCG 4D MEXICO.

- Head of the creative team. Online advertising, direct marketing, retail, identity and package design.
- Worked for Peugeot; VW Group Mexico (Audi, Seat); DIAGEO Mexico (Guinness, J&B, Buchanan's, Baileys); Grupo Autofin; Telmex / AT&T LatAm; MCI Avantel; Marquis Hotels; Brandy Torres; Plaza Sat3lite; Liverpool department stores.
- In charge of campaign presentations for international and English-speaking clients like Diageo and Peugeot. Won an international design pitch for Peugeot Design Contest website.

2002 – 2003

ART DIRECTOR, EURO RSCG 4D MEXICO.

- Online advertising, web design, mid-level front-end coding in ActionScript, HTML and CSS.

Previous (1996 – 2002)

GRAPHIC DESIGNER, MP EDICIONES ARGENTINA

- Graphic design, digital photo retouching and pre-press colour correction for different magazines and books from this publishing company. Banners and web design.

TECHNICAL SUPPORT, OPTION SYSTEMS

- Apple Authorized Reseller. Buenos Aires, Argentina.

RECORDING STUDIO ASSISTANT, PROMIDI MÚSICA PUBLICITARIA.

RECORDING STUDIO ASSISTANT, ART NET GROUP.

Exp
rience



DESIGN & ART DIRECTION.
CREATIVE DIRECTION.
PHOTOGRAPHY.
TEAM BUILDING AND COORDINATION.

SOFTWARE & TOOLS:

- Adobe Suite (Expert: Photoshop, Illustrator, InDesign, Lightroom. Basic: Premiere, AfterEffects, Audition).
- Apple Keynote (+ Numbers and Pages)
- Microsoft PowerPoint (+ Word and basic Excel).
- Some HTML and CSS coding skills, understanding of its possibilities and limitations. WordPress with Elementor or MuffinBuilder. Experience building customized websites with Squarespace.
- Canva.

Skills.

Awards.

BRONZE AWARD CANNES LIONS 2007, OUTDOOR.
BRONZE AWARD EL SOL DE SAN SEBASTIÁN 2007, PRESS.
CDEC 10TH ANNUAL, 2007, FEATURED WORK.

Languages.

SPANISH (Native). ENGLISH (Fluent).
GERMAN (Basic, A2 level). ITALIAN (Basic).

Other interests.

COOKING, MOUNTAIN BIKING, TREKKING, YOGA, TRAVEL & PHOTOGRAPHY, ECOLOGY AND SUSTAINABILITY, ART, ARCHITECTURE, BOOKS, MUSIC & AUDIO, CINEMA & SERIES, MOTORBIKES, TECHNOLOGY.





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