

SUMMARY OF QUALIFICATIONS

- **+15 years of experience** creating, supervising and developing concepts and multimedia and digital campaigns. Clients: Chrysler, Procter&Gamble, McDonald's, Nissan, Toyota, Xerox, Garnier Laboratories, Coke, Wendy's...
- **+10 years managing and leading multicultural creative departments.**
- **Over 200 international awards** such Cannes, D&AD, One Show, Clio, New York Festivals, London International Awards, Radio Mercury Awards, Fiap, El Sol Iberoamerican Festival, El Ojo de Iberoamerica, Epica, Wave Brazil, Caribe....
- **Pitches won as Creative Director:** Domino's Pizza, Ram Trucks General Market, Chrysler, Toyota Latam, McDonald's, Verizon, Trident, Chef Boyardee, Spanish Lottery, Morocco Tourism among others.
- Excellent written and oral communication skills in Spanish&English

PROFESSIONAL EXPERIENCE

The Community. August 2017- Present. Creative Director.

- Manage and Supervise a team of 20 people.
- Create and supervise from zero to final execution activations and online/offline/digital campaigns.
- **Accounts:** Verizon (Biggest network carrier in the US), Kroger Supermarket, Domino's, Redbull
- **Pitch won:** Domino's

Arcade Sony Music Agency. September 2015- August 2017. Creative Director.

- Create and develop branded content for international brands.
- Create and supervise from zero to final execution online/offline 360 campaigns for international brands.
- Supervise the whole creative team.
- **Projects:** Marriot Hotels, Pepsi, Bahamas Tourism, Entenmann's among others.
- **Awards:** US Hispanic Mobile Bahamas Campaign

Y&R Bravo Miami. March2015- November2015. Creative Director Freelance.

- Supervise creative teams.
- **Accounts:** Coors Light, Zippo
- **Awards:** 1 Short List Cannes Radio, 2 Bronzes London International Advertising Awards, 2 Gold Radio Mercury Awards...

Lopez Negrete Houston. March 2014- March 2015. Creative Director.

- Supervise 4 creative teams. Total: 10 people.

- Pitches won as Creative Director: Chrysler 200, Dodge Ram Trucks (General Market), Dodge Dart.
- **Accounts:** Chrysler, Jeep, Dodge Ram Trucks, Dodge Dart, Samsung, Walmart and new business.
- **Awards:** 1 Short List Cannes, 1 Bronze Wave Brasil, 1 Bronze Epica, 1 Silver and 1 Bronze Fiap (Walmart), New York Festivals, 3 Silver and 3 Bronzes US Hispanic Awards, 1 Grand Prix, 5 Golds and 1 Bronze Festival del Caribe, 1 Silver and 1 Bronze Fice Colombia, 2 Golds ANA Awards +45 Addy's including Best of Show and Jury Award...

Badillo Nazca Saatchi&Saatchi Puerto Rico. February 2011- February 2014. Creative Director.

- Create and develop 360 campaigns. Traditional, Non Traditional, Interactive...
- **Most Awarded Creative Director** in 2012 and second in 2013 in Puerto Rico's Advertising Festival.
- **Accounts:** Toyota, Lexus, Head&Shoulders, Ariel, Home Depot, Wendy's, Popular Bank, Whirlpool...
- **Awards:** 1 Bronze Cannes Lion (1Tv), 3 Short List Cannes (Promo, Radio, Direct&Digital); 2 In Book D&AD (1 Tv, 1 Radio); 1 One Show Merit Award (Tv); 4 Finalists Clio (1 Tv, 1 Radio, 2 Digital&Social Media); 1 Silver, 1 Bronze, 1 Finalist EL SOL Iberoamerican Festival (Tv); 2 Gold, 4 Silver, 4 Bronzes Fiap (tv, Promo&Activation, Radio...); 1 Finalist London International Advertising Awards; 2 Bronze & 2 Finalists El Ojo de Iberoamerica Classic, 3 Gold El Ojo de Iberoamerica Local; 2 Grand Prix, 9 Golds, 17 Silver and 17 Bronzes Cuspide Puerto Rico Awards, 1 Gold Desachate Uruguay.

MGSCOMM Miami. March 2008 - Dec 2010. Miami. Creative Director.

- Lead the complete creative department.
- **Accounts:** Toyota, FPL, Florida Lottery, Village of Merry Park, Samuel Adam's beer, BB&T Bank...
- **Awards:** New York Festivals, El Ojo de Iberoamerica, Festival Caribe, ADDY'S, TELLY...

Conill Saatchi & Saatchi. October 2006- March 2008. Miami. Senior Creative.

- **Accounts:** P&G, Crest, Olay, Tequila Sauza, Lexus, Pampers

Tactics Europe, Madrid. September 2005- September 2006, Madrid. Creative Director.

- Lead the complete creative department.
- Pitches Won: Spanish Lottery, Morocco Tourism
- Managing Spanish Lottery, one of the biggest advertisers in Spain. Budget: Over 40 millions US\$
- **Accounts:** Spanish Lottery, Morocco Tourism, Quinielas, Apuesta Hípica
- **Awards:** New York Festivals, FIAP, APPA, Goliath

Leo Burnett PR, September 2003-September 2005. Puerto Rico. Creative Director.

- Managing all Leo Burnett's P&G products in Puerto Rico. P&G is the biggest account in Puerto Rico.
- **Pitches won:** McDonalds and Chef Boyardee among others
- **Accounts:** Ace Detergent, Gain Detergent, Secret Deodorant, Special Olympics, Mac Donald's, Nissan, Direct TV, Kellogg's...

- **Awards:** Cannes, London Festival, Clio, New York Festivals, FIAP, Caribe, El Ojo de Iberoamerica...

Factoria de Ideas, January 2002-September 2003. Dominican Republic. Creative Director.

- Lead the complete creative department.
- **Awards:** London, New York Festivals, FIAP, Festival Caribe...

Publicis Madrid, October 1996-October 2001. Spain. Senior Copywriter

- **Awards:** El Sol Iberoamerican Festival, New York Festivals, FIAP, Festival of Montreaux, AMPE...

EDUCATION AND TRAINING

Bachelor Degree in Advertising and Public Relations. University of Navarra, Spain.