

Multidisciplinary creative with 15+ years of experience. My exposure to other cultures and languages, combined with my existing love for art and drawing, helped shape my unique creative vision and further my passion for advertising. I have learned from amazing people and contributed to every type of project, from concept to finished product on digital and traditional advertising, presentations, photo and video shoots, and post-production.

## Skills

- + Art Direction
- + Design
- + Visual Storytelling
- + Team Management
- + Concept Development
- + Creative Strategy
- + Social Media Advertising
- + Web Design
- + E-Commerce
- + Editorial Design
- + Illustration
- + Video Editing
- + Motion Graphics

## Education

Master's in Advertisement — 2007  
Universidad Antonio de Nebrija, Madrid (Spain)

Bachelor's degree in Advertisement — 2006  
Universidad del País Vasco (UPV), Bilbao (Spain)

## Awards

- + German Brand Award  
Nominee Moritz Grossmann: Excellence in Brand Strategy, Management and Creation
- + Travel Award  
Best Airport Campaign
- + Airport Media Award
- + Best Ad  
Experimental Film Festival in Madrid

## Languages

- + Spanish — Primary
- + English — Bilingual proficiency
- + German — Bilingual proficiency

## Work Experience

**09/2019 - Present**  
**TBWA Media Arts Lab**  
Los Angeles

### Senior Art Director

- + Lead and oversee social media brand efforts across nine different titles and the launches of Apple TV+ and Apple Fitness+, helping grow Apple TV+ from 0 to 3.6M followers
- + Collaborate with stakeholders and define style guides to ensure consistent tone and brand identity
- + Craft brand narratives for comprehensive, integrated campaigns across organic/paid social, display, web, TV scripts, and OOH
- + Conceptualize, art direct, and attend video shoots, press junkets, and V/O sessions
- + Review and provide guidance to editors during production, ensuring delivery of campaigns
- + Rebrand Apple Fitness+, resulting in increased followers and reach

**05/2019 - 09/2019**  
**O.P.I. and Publicis Sapient**  
Los Angeles

### Senior Art Director (Freelance)

- + Conceptualized and produced multi-channel campaigns across broadcast, digital, e-commerce, direct marketing, and brand channels
- + Crafted social media strategy designed for maximum shareability and engagement
- + Helped direct and design photoshoots for consumer beauty

**04/2016 - 04/2019**  
**VaynerMedia**  
Los Angeles  
& San Francisco

### Senior Art Director

- + Worked with creative, client services, and strategy departments to determine creative direction for a variety of content across CPG, technology, entertainment, and real estate clients
- + Ideated and directed social and digital media campaigns to reflect client aesthetic across multi-touchpoints
- + Led presentation of campaign concepts to leadership and client

**04/2015 - 03/2016**  
**IDEO, Juice Pharma, and Mentavio**  
San Francisco

### Art Director and Designer (Freelance)

- + Collaborated on the packaging process for the Apple Watch Camera Band, and created the accompanying brochure
- + Elevated content creation, web design, and brand identity

**07/2014 - 04/2015**  
**Preuss und Preuss**  
Berlin

### Art Director

- + Managed a creative team of 6 by delegating tasks, reviewing the output, and ensuring deliverables were met in a timely manner
- + Created cross-channel, multi-media marketing materials for websites, print ads, online banners, OOH, digital screens, and other marketing collateral assets

**03/2010 - 07/2014**  
**Jung von Matt, DDB, and McCann Erickson**  
Hamburg, Berlin  
& Madrid

### Junior Art Director

- + Directed award-winning online and offline 360° campaigns from pre- to post-production
- + Crafted effective and breakthrough experiential events and retail installations for Germany's most prevalent duty-free shop
- + Collaborated in new-business development efforts

## Clients

Apple, Facebook, Hulu, E! Network, Esquire Network, Volkswagen, Toyota, Naked Juice, O.P.I., Berkshire Hathaway Home Services, Telefónica, Duty Free Gebrüder Heinemann, Tchibo Coffee, Iberia Airlines, Luxury Wristwatches Moritz Grossmann, Dresden State Art Collection, Caja Madrid Bank, El País Newspaper, Kölner Zoo, Saturn Electronics, among others.