



PROFESSIONAL EXPERIENCE AND TRAJECTORY

Independent Consultant / Freelance Advisor · Spain

Senior Consultant in Advertising, Branding and Strategic Communication

March 2025 - Present

- Creative and strategic consulting for SMEs and emerging brands in communications, marketing and branding.
- Development of concepts, visual identity and communication tone tailored to their competitive and budgetary context.
- Implementation of digital strategies and marketing campaigns focused on organic growth and emotional connection with audiences.
- Notable clients: Editorial Traveler, Patagonia Tic, Da Teresa Restaurant and Pampa Obrador, among others.

This role strengthens my passion for supporting expanding projects, providing creative vision, strategy and management experience to businesses seeking authentic growth.

Umm! Strategic Communications · Spain

General Creative Director / Communications and Marketing Strategy

January 2020 - February 2025

- Creative and strategic general management for national and international clients in sectors such as mass consumption, institutional, retail and tourism.
- Development of comprehensive campaigns and omnichannel marketing strategies focused on measurable results (awareness, engagement, conversion).
- Implementation of collaborative work methodologies, driving innovation and efficiency of the creative team.
- Supervision of the digital and social media areas, reinforcing the brand's coherence and relevance.
- **Most important projects:** development and management of brands such as Cacao Milagro, a branding and storytelling initiative with a presence in Spain and Europe; the startup Jasne Pharma, a boutique pharmaceutical company dedicated to the development of oncology food supplements; and the Macarena Speedcubing Open, a pioneering competitive Rubik's Cube speed event in the district.

Wunderman (today VML) · Panama

General Creative Director

August 2017 - June 2018

- I led the creative department (24 professionals) for regional accounts in consumer goods, banking and technology, among others.
- I developed digital strategies, customer experience campaigns and performance-oriented personalized content.
- Integrated digital campaigns with offline, OOH, BTL and customer experience efforts, achieving a regional milestone in communications integration, unprecedented in the company's global network.
- Awarded the Wunderman Day Worldwide Honor (2017) for creative excellence and inspiring leadership.

Union DDB (part of DDB Worldwide) · Panama

Creative Director

June 2013 - May 2017

- ATL and digital creative direction for integrated campaigns, branding, performance and customer experience.
- Implemented communication strategies that strengthened awareness and engagement of leading brands.
- Managed and mentored a team of 10 professionals, fostering a culture of innovation and collaboration.
- Led the transition and transformation process from a local agency to a large international agency, in partnership with DDB Worldwide, one of the most awarded and influential advertising networks worldwide.

Nöck Red America · Guatemala / Central America

Regional Creative Director (Central America)

July 2007 - January 2009

- I oversaw regional creative direction in six Central American countries, leading local teams and integrated ATL, BTL and digital processes.
- I was responsible for regional campaigns for consumer, automotive and other telecommunications brands.
- I developed regional positioning and communications strategies, reinforcing brand consistency and differentiation.

PREVIOUS OUTSTANDING CREATIVE CAREER (2000 - 2013)

Creative direction and consulting for agencies and brands in different countries: Culto Publicidad, Mamsha, Mangomedia, ARS DDB (Express), TBWA, EXPRESSARTE (Deep Group), Draft FCB, Ghersy Bates, J. Walter Thompson (VML), Televen, among others.

- Comprehensive ATL, BTL and digital campaigns for Coca-Cola Femsa, Toyota, Ford, Sanofi, Nestlé, British American Tobacco, Chivas Regal, Scotiabank, Haagen-Dazs, Maersk, among other international brands.

PROFESSIONAL PROFILE

Award-winning Creative Director and Brand Strategist with over 20 years of international experience leading teams, brands, and integrated campaigns. I have worked for global advertising agencies and companies of all sizes, in Latin America and Europe, developing creative, branding and digital marketing strategies that strengthen reputations, drive growth and connect emotionally with audiences.

I combine strategic thinking with creative sensibility in order to translate business vision into purposeful ideas and tangible results. As an expert in branding, storytelling and omnichannel communication, I lead multidisciplinary teams with a vision focused on innovation, people and, of course effectiveness.

ABOUT ME

A tireless creative, a strategist by nature, and passionate about ideas, people, and brands. I believe in creativity as a driving force for transformation and in empathy as the starting point for all great communication. I drink mate when it's cold and wine with barbecue, always with charcoal, never with gas.

STRATEGIC SKILLS AND TECHNICAL CAPABILITIES

- 360° Creative Direction (ATL, BTL, Digital, Social Media, Influencer and Experiential)
- Brand Strategy and Positioning (Brand Health, Awareness, Rebranding)
- Storytelling, Copywriting and Content Development
- Art Direction, Design and Audiovisual Production
- Digital Marketing, Growth Hacking and Content Strategy
- Corporate Communications and Brand Reputation
- Strategic Planning, Communications and Advertising
- Customer Experience and Trade Marketing
- Creative Team Leadership and Mentoring
- Fluent in English (Level C2)

ACADEMIC TRAINING

- **Master in Digital Marketing, Growth Hacking & eCommerce**
Universitat de Barcelona & OBS · 2025 - 2026
- **T.S.U. in Advertising & Marketing**
I.U.N.P. · Caracas, Venezuela · 2000

RELEVANT CERTIFICATIONS

- **SEO Foundations by David Booth**
LinkedIn Learning · 2025
- **Social Media Marketing Strategy & Optimization by Martin Waxman** - LinkedIn Learning · 2025
- **Google Ads Certification**
Google [in progress] · 2025
- **Facebook Blueprint Certification**
Meta [in progress] · 2025
- **Digital Communication**
Tomares City Hall · 2023
- **Advertising Creativity and Strategy**
ARS DDB / TBWA / ANDA / FEVAP · 2004 - 2006
- **English as a Foreign Language**
Berlitz Inc. · 1990 - 1993

AWARDS AND RECOGNITIONS

- Wunderman Day Worldwide Honour · 2017
- Ojo de Iberoamérica Award · 2006
- P&M Award (Publicidad y Mercadeo) · 2006
- Vitrina Award / Producto · 2004
- Alianza Venezuela sin Drogas Recognition · 2004
- Sol Dorado Award / Fed. Venezolana Prensa · 2001
- ANDA Young Creative Award · 2000

References and Portfolio: Available upon request or at LinkedIn / Web