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*104 Rosecrans Ave. Manhattan Beach, California 90262 USA*

## **Creative Director**

### **Highlights**

Highly Creative · Bilingual – Spanish/English · Self-Propelled Dynamo ·  
Creative Mastermind Leader · Self-Motivated Creative · Superior Work Ethics with  
Self-Discipline, Focus and Desire to Succeed · Exceptional Leadership Ability ·  
Able to Motivate Others to Appropriate Action

### **Professional Experience**

- Creative Director, copywrite** 2012 to present  
World Wide Foundation, Curacao, Discovery Channel, Kirkwood Family Medicine, Teach For América.
- Creative Director, David & Goliath, El Segundo, CA.** 2012 to present
- Associate Creative Director**, Tippit & Moo, Houston, TX. Concepted, wrote and direct projects for Buca di Beppo, Blue Leaf, NASCAR, Mike's Hard Lemonade, Fiesta Mart, and Michaels Arts & Crafts Stores. Feb. 2011 to 2012
- Writer/Editor**, Lighting Strikes Entertainment, Houston, TX. Generated ideas and sizzle reels for TV shows. Feb. 2010 – Nov. 2011
- Senior Creative**, L.N.C. Houston, TX. Concepted and wrote projects for Walmart, Miller Lite, Miller High Life, Starbucks, Sonic America's Drive-In, Universal Pictures, Bank of America. Participated in pitches for: Verizon FiOS, AIG, Dr. Pepper, 7UP, Nissan, Starbucks. I created the first regional slogan for Walmart I worked on the 7UP website [sevenisima.com](http://sevenisima.com). Sep. 2007 – Apr. 2011
- Head Writer**, Exodus Entertainment, Houston, TX. This firm was an upcoming multimedia entertainment agency. Their goal was to create content that would be distributed online. I developed several online projects. Feb. 2009 – Sep. 2009
- Senior Copywriter**, alPunto Advertising, Tustin, CA. Concepted, wrote and directed projects for **KIA Motors America**, Premio de la Gente, Heinz, Holiday Inn, Pepsi, Makita Tools, Southern California Gas Company and Farmer John. Apr. 2005 – Apr. 2007
- Creative Director/Copywriter**, Freelanced for several ad agencies and clients in the United States, Latin America and Spain on the following accounts: Microsoft, Burger King, (Latin America); HSBC Bank, Inoxcrom luxurious fountain pens, (Argentina) Visa (West Coast Electronic Money) and AARP (USA) and Ch. 1 Ecuador. Bank 1 (Puerto Rico) Mar. 2004 – Mar. 2005
- Creative Director/Copywriter**, Chas/Tschubarov, Buenos Aires, Argentina. Directed the team that pitched and won the TyC Sports account. Concepted, wrote and directed projects for TyC Sports, Vinares.com and the Argentine Basketball League, Latin American Campaign. Apr. 2000 – Feb. 2004

Jul. 1998 – Feb. 1999

**Copywriter**, J. Walter Thompson, Buenos Aires, Argentina. Concepted and wrote projects for Raid, Ceprimed, Rolex, Banco Provincia, Orígenes AFJP.

Mar. 1996 – June 1997

**Copywriter**, Ogilvy & Mather, Buenos Aires, Argentina. Concepted and wrote projects for Phillips TV and Stereos, Uruguay Tourism, Shell Oil Company.

## Awards

### International

**New York Festival**, (PRINT), Finalist, TyC Sports, Campaign for Italian Soccer, Creative Director/Copywriter, (2002).

**New York Festival**, (TV), Bronze, TyC Sports, Commercial for “Pressure on Kids,” Creative Director/Copywriter, (2002).

**New York Festival**, (TV), Finalist, TyC Sports, Campaign Against the Discrimination of Handicapped Individuals, Creative Director/Copywriter, (2001).

**London Festival**, (TV), Finalist, TyC Sports, Campaign Against the Discrimination of Handicapped Individuals, Creative Director/Copywriter, (2001).

**Promax**, (TV), Gold, TyC Sports, Campaign of Public Services of the Year Against Discrimination of Handicapped Individuals, Creative Director/Copywriter, (2001).

**Promax**, (PRINT), Silver. Olympics Commandments, Best Institutional Campaign. Creative Director/CW, (2002)

### National

**Addys**, Texas, (RADIO 2010) (TV 2009), Walmart, Senior Copywriter.

**Addys**, California, (RADIO), (two) for Kia Motors America and two for Holiday Inn Express, Senior Copywriter, (2006).

**Beldings**, California, (PRINT), two for Holiday Inn Express for promotion web campaign, Sr. Copywriter, (2006).

### Latin America

**Clarín**, (PRINT), Third Place, Philips TV/Audio Categories, Creative Director/Copywriter, (1995).

**Clarín**, (PRINT), First Place in Media Category, TyC Sports, Davis Cup from Ecuador, Creative Director/CW, (2001).

**Fund TV**, (PRINT), Best Public Service Campaign of the Year, TyC Sports, Sports Just by Sports, Creative Director/Copywriter, (2002).

**Fund TV**, (PRINT), Best Public Service Campaign of the Year, TyC Sports, Campaign Against Discrimination of Handicapped Individuals, Creative Director/Copywriter, (2001).

**Magazine Noticias**, (PRINT), Two Awards in the Institutional Category, Creative Director/Copywriter, (2001).

**Santa Clara de Asís**, (TV), TyC Sports, Campaign Award Against Discrimination of Handicapped Individuals. Creative Director/Copywriter, (2001).

**Caracol de Plata** (Latin American Public Service Award) Creative Director/Copywriter (2001) TV Campaign against discrimination of handicapped, TyC Sports (The Local ESPN).

**Official Campaign of the First Paralympic Games in Perú**. Creative Director/Copywriter (2001) Campaign against the discrimination of the handicapped aired in Peru with local champions but following the pattern.

## **Education**

B.A. Degree: Advertising and Social Communications, USAL (University of Salvador), Buenos Aires, Argentina.

ALA American Language Academy (Berkeley, CA) American English.

Rice University. School of continuing studies, American English and writing.