



I accumulated previously over ten years of experience in advertising, setting goals, and creating concepts with my copy and other creative teams.

I earned the trust of major **international brands** for my design, innovation and implementation of digital. My experience spans Latin American, European, and Canadian markets, excelling in diverse industries.

As a multi-award-winning creative with a passion for storytelling, I'm an ideal candidate with a background in both Canada and Europe.

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Skills




Adobe Creative Suite
Z-brush • After Effects
Social Media • AI Prompts
Microsoft Teams • Trello
Sketch • Xd • Figma
Photography • Illustration
Public Speaking • Presentation

Education

Humber College
Advertising & Graphic Design Diploma

European University of Madrid
Bachelor of Advertising & PR
Master Public Relations & Creativity

Recognitions

 **20Doors** Scholarship 2022
by Zulu Alpha Kilo

 **The Dean's List 21/22/23**
Graduated with Honors.

 **Smile Ads Awards**
Jun 2022

 **ASPID Healthcare Advertising Awards**
2017 / 2018 / 2019 / 2021

 **The "OutoftheBox" Award**
Apr 2005

Experience

Creative Manager / Weed Me Inc. / 2023-present

- Lead the creative direction of the brand and sub-brands, managing a team taking charge of guiding the vision while navigating the regulations of regions. Develop creative concepts, transform ideas and insights into compelling visual pieces, and ensure the art direction aligns with the target audience and brand strategy.

Freelance Art Direction / 2021-2023

- Clients: Janssen, Pfizer, Roche, Canadian Digestive Health Foundation

Art Director / Agency: Grow.es / 2015-2021

- Conceptualizing campaigns, using digital environments, on-site and virtual events, printed media or ad shootings.
- 90% success rate in client and project acquisition.
- 12 different significant brands as Johnson&Johnson, Pfizer, Janssen, Roche, Viatrix, the Ministry of Health, Mylan and other European healthcare companies.

Art Director / Agency: Enello.es / 2009-2015

- Grew generating great ideas and concepts from briefs, responding to 3 or more hiring contests per month.
- Dealing with heavy workloads, collaborating with teams of copywriters and account services, working with tight weekly deadlines.
- Served clients as Ogilvy, Publicis, Sony Music, Anaya, The Ministry of Education, and Sneakerlost.
- Managing an art studio-gallery, designing ads, mockups, packaging and logos.

Art Director / Agency: Young & Rubicam Madrid / 2006-2009

- Hired a year before graduating from University, I played an active role in strategic brainstorming and ad design.
- Concept development, creative briefing, execution and creation of 360° campaigns.
- Conceptualized solutions for clients such as LandRover, Movistar or Carrefour.