

Luis rSantos

Creative Director, Art Director, and Copywriter — in Spanish. My skills range from conceptualization to implementation, with both offline and online tools. Either as part of a team in an agency or as a freelancer, my goal is always delivering campaigns or pieces which creativity, and overall quality, are above the average — while meeting the criteria and requirements of each brand —, using the most suitable media.

Inspiring, warm team leader | Well-organized | Detail oriented | Versatile art director | Committed to work | Interested in new trends and possibilities

résumé ²⁰¹⁷

timeline

Freelance Creative - Madrid, Spain
www.luisrsantos.com
Jan 2011 - Present

Agua Marketing - Houston, Texas, USA
www.aguamarketing.com
Feb 2009 - Oct 2010 | Creative Director

Global Healthcare - Madrid, Spain
www.globalhealthcare.es
Sep 2006 - Apr 2008 | Creative Director

Arjé Comunicación - Madrid, Spain
May 2004 - Sep 2006 | Creative Director

Shackleton Direct - Madrid, Spain
www.shackletongroup.com
Jan 2004 - May 2004 | Creative Director

Comunicópolis, BBDO Group - Madrid, Spain
May 2001 - Jan 2004 | Creative Director

CP Proximity, BBDO Group - Madrid, Spain
www.cpproximity.es
Jan 1999 - May 2001 | Creative Director

CP Proximity, BBDO Group - Madrid, Spain
www.cpproximity.es
Apr 1996 - Dec 1998 | Art Director

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responsibilities

- + Working for a diversity of clients, and developing both offline and online pieces to meet their needs. Executing of the whole pack of pieces for several 'patient support' programs, within the Healthcare Mktg area. Regularly collaborating with JWT Puerto Rico as a copywriter. Main accounts: Atlantis Healthcare, CMC Markets.
- + Direct responsibility for the creative work of the agency. Involvement in strategic development of major client accounts, with a focus on social media. Development of creative pieces, both offline and online. Main accounts: Imperial Sugar, Dixie Crystals, Castro Cheese.
- + Start-up and development of the agency's branch in Madrid, Spain. Lead and command the creative team in the complex environment of healthcare, focusing on Direct and Relational Marketing. Main accounts: 3M, Pliva.
- + Self-employment project. Selection of suppliers, partners, and collaborators suiting the diversity of jobs. Main accounts: Diageo, Endesa.
- + Start-up and development of the Direct & Digital Marketing branch of a new advertising corporation. Implementation of working procedures to be followed by the upcoming employees. Selection and training of the creative staff. Main accounts: Cepsa, Caser.
- + Start-up and development of a new branch of the group. Selection and training of the creative staff. Direct responsibility for the creative work of the agency. Main accounts: uno-e, Mapfre.
- + Management of an up to eight-people creative team — the largest in the agency. Direct responsibility for the creative work of the team, while working for some of the most important clients of the agency, with a focus on Direct and Relational Marketing. Main accounts: Canal Satellite Digital, Audi, Asisa.
- + Conceptualization, and development of graphic layouts in cooperation with the rest of a team. Regular interlocution with the agency's Production Department in order to achieve the best results. Supervision of the junior graphic designers' work. Main accounts: Canal Club, Yves Rocher, Santillana Editorial.

additional experience

Escuela de Sistemas Informáticos (School of Informatics) - Madrid, Spain
(University of Cambridge)
October 1994 - March 1996 | Professor

Responsibilities:

- + Impartation of different matters, within the subjects of Graphic Design and Advertising, in successive seminars and courses

education

1986-1989 Bachelor in Philosophy at the Universidad Autonoma, Madrid, Spain
1987-1989 Degree in Graphic Design & Advertising at the Centro del Diseño y la Comunicación (Centre of Design & Communication), Madrid, Spain

relevant skills

Languages:

- + Spanish – Native language
- + English – High – spoken and written

Proficient in both Mac OS X (10.12.13) and Windows systems, using Adobe Creative Suite – Illustrator, InDesign, Photoshop, Dreamweaver, Animate, etc. –, Affinity Designer, Microsoft Office, and more. Proficient in CMS, particularly WordPress, HTML and CSS.

awards

JOHN CAPLES AWARDS (Best Creativity in Direct Marketing - USA)

- + First Place, 1996. Campaign: "Brick". Client: Canal Club
- + First Place, 2000. Campaign: "Cast". Client: Asisa
- + Finalist, 1997. Campaign: "Bodegas Montecillo". Client: Bodegas Montecillo
- + Finalist, 2000. Campaign: "Bar Code". Client: Canal Satélite Digital

ECHO AWARDS (Direct Marketing Association - USA)

- + Bronze, 1997. Campaign: "Brick". Client: Canal Club

PRO AWARDS (Best in Promotion Marketing - USA)

- + Silver, 1996. Campaign: "Brick". Client: Canal Club

BEST OF EUROPE AWARDS. FEDMA (European Direct Marketing Association - Europe)

- + Bronze, 2000. Campaign: "Racing Car". Client: Canal Satélite Digital

NEW YORK FESTIVALS (USA)

- + Finalist, 2000. Campaign: "Eclipse". Client: Canal Satélite Digital
- + Finalist, 2001. Campaign: "Bar Code". Client: Canal Satélite Digital

PREMIOS IMÁN (FECEMD, Spanish Federation of eCommerce and Direct Marketing - Spain)

- + Gold, 1997. Campaign: "Brick". Client: Canal Club
- + Silver, 1999. Campaign: "Band Aid". Client: Asisa