

## experience

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### **2005 - June 07 EURO RSCG 4D - NEW YORK**

#### **Creative Director Euro RSCG Digital Division**

Serves as Creative Director at Euro RSCG 4D. Is currently responsible for creative work conceived and produced for LeanCuisine's The Lean Scene, Zac Posen, Condé Nast; Allure and Glamour magazines, Otto worldwide lottery, Discovery Channel's Travel & Living, Dos Equis, Jaguar Prefer Gorgeous campaign. Responsible for creative pitches to acquire new business.

### **2004 - 2005 LIMITED BRANDS, INC. - COLUMBUS, OHIO**

#### **Creative Director for Bath & Body Works Brand**

Managed a team of designers that developed national creative campaigns for the 75 flagship and 1,600 core Bath & Body Works stores. Responsible for the creative behind the company's major 2005 product launches: the C.O. Bigelow and Tutti Dolci lines -- expected to generate 30% and 12% of revenue growth, respectively. Created campaigns and in-store marketing for the fall beauty event "Re:new", as well as the "Back to Cool" and the "Breathe" campaigns. Filmed and edited the summer in-store "Great Getaway" video.

### **2002 - 2004 TOMMY TUNE, INC. - NEW YORK**

#### **Creative Director for Visual Development**

Creative Development for U.S. Shows. Created brand image campaign for the Tommy Tune Broadway show at the Shubert Theater and supervised the production of advertising, collateral material and promotional pieces. Created brand image for the new Tommy Tune and Jerry Herman production at the Venetian Hotel in Las Vegas. Created and developed the forthcoming book on the life and career of Tommy Tune.

### **2001 - 2002 WING LATINO GROUP (GREY GLOBAL GROUP) - NEW YORK**

#### **Regional Creative Director for Latin America and Hispanic Market - Pantene Hair Care Account**

Managed creative development for the U.S. Hispanic market and entire Central and South American regions. Created and produced 22 central campaign commercials and supervised their adaptation to local market needs. Created and implemented centralized strategic point of sale marketing effort. Established first teenage-market sample program and developed Spanish language print campaign for the U.S. market.

### **2000 - 2001 POPULICOM (OGILVY GROUP) - SAN JUAN, PUERTO-RICO**

#### **Agency Creative Director**

Initial Agency Creative Director for agency established to develop new media advertising. Designed and built online initiatives for alcoholic beverages, telecommunications and government accounts. Clients included: Cellular One, Cingular Wireless, Anheuser-Busch (Budweiser and Budlight), Puerto Rico Tourism Company, San Juan Tourist Board, Puerto Rico and San Juan governments, Telemundo TV, Teve Guía Online Magazine, LIH Holdings, Fomento Puerto Rico Development Agency.

### **1997 - 2000 LOPITO, ILEANA & HOWIE (OGILVY GROUP) - SAN JUAN, PUERTO-RICO**

#### **Group Head, Creative Department**

Integrated traditional and new media campaigns for alcoholic beverages, telecommunications, beauty, automotive, government and political accounts. Clients included: Cutty-Sark, Anheuser-Busch, Cellular One, Cingular Wireless, Unilever (Ponds, Breyers, Dove, Caress, Surf and Lux), Kimberly Clark, Nissan, San Juan City Hall, San Juan Tourist Board and Mayor Sila Calderón.

### **1994 - 1997 McCANN-ERICKSON - SAN JUAN, PUERTO-RICO**

#### **Senior Art Director**

Conceptualized and developed graphic design for Coca-Cola, Citibank, Ferrero, General Motors, General Mills, Gillette, Nestlé, Reckitt, Schering-Plough, Whitehall, RJ Reynolds, United Parcel Service.

Selected for international strategic development teams in charge of local market campaign initiatives in Brazil (General Motors), Santo Domingo (alcoholic beverages), Pan-Central America (Coca-Cola Olympic Campaigns) and Trinidad (tourism).

### **1991 - 1994 McCANN-ERICKSON - FRANKFURT, GERMANY**

#### **Art Director, General Motors European/Worldwide Coordination Group**

Developed centralized campaigns, point of sale materials, event and direct marketing initiatives for entire model range of automobiles. Supervised local market adaptation for usage in over 30 countries throughout Europe, Asia and the Middle East.

## awards

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- **Cannes International Advertising Festival**, Silver Lion; Nissan TV, 1998 (first Cannes award ever won by an agency in Puerto Rico).
- **New York Film Festival**, Gold Medal; Nissan, TV, 1999.
- **Cúspide**, Puerto Rico Advertising Award, Gold; Banucci Sun Mask, Print, 1998.
- **ADDY**, Silver; Nissan, TV, 1999; Silver; GM Chevrolet, Print, 1995; Bronze; GM Pontiac, Print, 1995.

## skills

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- Extensive experience developing and implementing the in-store marketing, including: point of sale, theme marketing, both in-window and throughout the store, and coordination with visual merchandising teams.
- Adept at targeting national and ethnic markets, having developed creative material for use in over 50 countries, including Western and Eastern Europe, the Middle East, the Caribbean and North and South America.
- Excellent knowledge of all aspects of multi-media and graphic design.
- Fluent in English, Spanish, Italian and Polish.

## education

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- 1989-1991 Accademia di Comunicazione - Milan, Italy: Diploma, Specialization in Art Direction and Design.
- 1987-1988 Istituto Europeo di Design - Milan, Italy: Specialization in Art Direction.
- Seminars: Certified courses and training programs in Photoshop, Flash, Dreamweaver and Web Development.
- Authorized to work in the United States.