

EXPERIENCE

McGarrybowen, New York
Creative Director
07 – Present

Responsible for managing the digital creative work – from conception through production – for entire portfolio of Marriott Brands, including Courtyard, Fairfield Inn Suites, JW Marriott, Residence Inn, Renaissance Hotels, Springhill Suites. Also responsible for Century 21 Real Estate, Sharp, Sunkist Soda, and Martha Stewart. Actively involved in new business development and manages several creative teams.

Euro RSCG 4D, New York
Creative Director
05 – 07

Responsible for creative work conceived and produced for Lean Cuisine'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.

Limited Brands, Columbus Ohio
Creative Director for Bath & Body Works Brand
04 - 05

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 work 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.

Tommy Tune Inc, New York
Creative Director for Visual Development
02 - 04

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. Helped develop book on the life and career of Tommy Tune.

Wing Latino Group (Grey), New York
Regional Creative Director for Latin America and Hispanic Market - Pantene Hair Care Account
01 - 02

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.

Populicom Digital (Ogilvy Group), San Juan, Puerto Rico
Agency Creative Director
00 - 01

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 Bud Light), 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.

Lopito, Ileana & Howie (Ogilvy Group), San Juan, Puerto Rico
Group Head, Creative Department
97 - 00

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.

McCann Erickson, San Juan, Puerto Rico
Senior Art Director
94 - 97

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).

McCann Erickson, Frankfurt, Germany
Art Director, General Motors European/Worldwide Coordination Group
91 - 94

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.

SKILLS

- 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

- 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.

AWARDS

- **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.