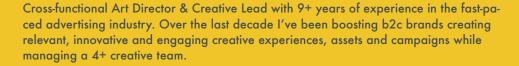


ART DIRECTOR & CREATIVE LEAD

SÁNCHEZ

PABLO

PROFESIONAL PROFILE





I consider myself a highly analytical, solution-oriented and team-oriented creative lead with a passion for storytelling through visual creativity. I have experience both as a "one man band", overtaking the whole cycle of the creative process, as well as leading a team of 4 other creative profiles. Thought these years I have helped my clients to improve their notoriety, brand positioning and brand awareness and my work has also been multiple times awarded in the main national and international advertising festivals.

I am now seeking to leverage my creativity and leadership skills at the service of a bold brand, with an ambitious and respectful project that makes the world a better place.

WORK EXPERIENCE & KEY ACHIEVEMENTS

CONTACT

PHONE +34 664782842



EMAIL



pablosanchfer@gmail.com







LOCATION Spain



ART DIRECTOR &

CREATIVE LEAD

Oct. 2020 - Present **Freelancer**

- Setting and delivering communication and visual strategies to increase brand notoriety.
- Problem-recognizing in the existing brand communications and desinged materials.
- Doing full creative consultancy, brand territory and brand guidelines setting.
- Offering short, medium and long term visual solutions for a wide variety of communication issues.
- Shaping brands at different stages of development.

KEY ACHIEVEMENTS: Successfully developed powerful, innovating and engaging visual strategies & assets campaigns for clients such as Durex, O2, EDP, and San Miguel helping them raise their brand awareness and consistency.

EDUCATION

MASTER IN ART DIRECTION

Miami Ad School Madrid, Spain 2012-2014

MASTER IN MEDIEN UND KOMMUNIKATIONSWISSENSCHAFT

Martin Luther University Halle, Germany. 2011-2012

BACHELOR IN MASS MEDIA AND COMMUNICATION

Complutense University Madrid, Spain. 2007-2011

CREATIVE SUPERVISOR

Dec. 2016 - Oct. 2020 **VCCP Spain**

- Creating, tailoring and developing creative strategies and campaigns for online and offline communication.
- Partnering with Film Production Companies, 3D Studios, UX studios and different international VCCP offices.
- Leading deck presentations, tissue meetings and brief discussion with partners and clients.
- Pitching to win new projects, understanding their needs and offering multiple solutions on timing.
- Leading and supervising my creative, design, digital and social team.

KEY ACHIEVEMENTS: Won 11 new clients such as Banco Santander, Cervezas San Miguel, or Larios (Maximum Group) and keep them over the years. Successfully developed, designed and executed both short and long term campaigns for a wide variety of clients from various sectors like energy, transport, banking and insurance among others. Ssome of my campaings were awarded in creativity festivals like Cannes Lions.

Art Direction

Creative Team Management

Creativity Consultancy

Communication Strategy

Project Management ••••

Branding

....

Advertisina

Storytelling

Graphic Design

Adobe Creative Suit

Figma

Leadership ••••

Partnership

....

Inspiration

Mediation

....

Flexibility ••••

SENIOR CREATIVE ART DIRECTOR

Oct. 2015 - Dec. 2016 **VCCP Spain**

- Organizing creative resources and executing different media format with excellence.
- Leading photography and film shooting, voice over productions and case study creation.
- Identifying strategic territories and insights and brainstorming digital ideas and campaigns.
- Setting social media content pilars and calendars.
- Generating notoriety for the agency and attracting new clients through awarded campaigns.

KEY ACHIEVEMENTS: Gaining a great notoriety for the agency alongside my team though being multiple-times awarded in all the Spanish and Latin American festivals. Developed and executed very successful awareness campaign such as "Bullying or Not", for El Mundo newspaper or "Windows that upgrade the world" for Microsoft. Got promoted after just one year and started leading a larger team.

JUNIOR CREATIVE ART DIRECTOR

Oct. 2014 - Oct. 2015 **CHINA Madrid**

- Brainstorming ideas and media formats for different campaigns both on and offline
- Graphic designing, photograph retouching, film editing and motion graphics developing.
- Designing display campaign and landings for digital campaians.
- Writing scrips and supervising story board creations.

KEY ACHIEVEMENTS: Developed a very successful transparency campaign for KFC and had the chance to participate in major campaigns for big clients such as Schweppes, Mo or Evo Bank.

INTERN CREATIVE ART DIRECTOR

Jun. 2014 - Oct. 2014 Remo Madrid

FREELANCE GRAPHIC DESIGNER

Dec. 2013 - Jun. 2014 Freelance

INTERN CREATIVE ART DIRECTOR

Sept. 2013 - Dec. 2013 Saatchi & Saatchi

AWWARDS AND RECOGNITIONS

LANGUAGES

ENGLISH Fluent

SPANISH Native

GERMAN Begginer **CANNES LIONS**

International Festival of Creativity

FIAP FESTIVAL

Iberoamerican **Advertising Festival** 4

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D&AD

International Festival of **Design and Art Direction** **EL SOL FESTIVAL**

Iberoamerican Advertising Communication Festival

INSPIRATIONAL AWARDS

Innovation in Digital Communication Festival

Spanish National

Creativity Awards

CDEC

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STRENGTHS

I'm someone who takes initiative, and is solutions-oriented, taking on end-to-end ownership and successfully managing creative teams and delivering creative products and results in a fast-paced and dynamic environment. I enjoy collaborations and partnerships, thrive on trying new approaches and always open to feedback.