



PABLO SÁNCHEZ

ART DIRECTOR & CREATIVE LEAD

PROFESIONAL PROFILE

Cross-functional Art Director & Creative Lead with 9+ years of experience in the fast-paced advertising industry. Over the last decade I've been boosting b2c brands creating relevant, innovative and engaging creative experiences, assets and campaigns while managing a 4+ creative team.

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. Throughout 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.



CONTACT

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LOCATION 
Spain

EDUCATION

MASTER IN ART DIRECTION
Miami Ad School
Madrid, Spain
2012-2014

**MASTER IN MEDIEN UND
KOMMUNIKATION-
SWISSENSCHAFT**
Martin Luther University
Halle, Germany.
2011-2012

**BACHELOR IN MASS MEDIA
AND COMMUNICATION**
Complutense University
Madrid, Spain.
2007-2011

WORK EXPERIENCE & KEY ACHIEVEMENTS

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 designed 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.

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. Some of my campaigns were awarded in creativity festivals like Cannes Lions.

SKILLS

Art Direction	●●●●●
Creative Team Management	●●●●●
Creativity Consultancy	●●●●●
Communication Strategy	●●●●●
Project Management	●●●●●
Branding	●●●●●
Advertising	●●●●●
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 pillars 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 campaigns.
- 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

AWARDS AND RECOGNITIONS

CANNES LIONS

International Festival of Creativity

1

EL SOL FESTIVAL

Iberoamerican Advertising Communication Festival

11

FIAP FESTIVAL

Iberoamerican Advertising Festival

4

INSPIRATIONAL AWARDS

Innovation in Digital Communication Festival

2

D&AD

International Festival of Design and Art Direction

1

CDEC

Spanish National Creativity Awards

1

LANGUAGES

ENGLISH

Fluent

SPANISH

Native

GERMAN

Begginer

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.