

Andrea Serrano Villaverde

Creative Director

SUMMARY

I'm an award-winning Creative Director with experience leading campaigns across digital, TV and OOH platforms for brands like, Coca-Cola, American Express and Mercedes-Benz among others. Skilled in crafting stories and data-driven strategies that drive engagement and build audience trust. A problem-solver with a proven ability to manage cross-functional teams, execute end-to-end campaigns, and deliver results. I firmly believe that, to create something new, you must break conventional boundaries.

EXPERIENCE

CREATIVE DIRECTOR, 09/2024 to Present
FREELANCE

- Delivered ad campaigns across digital platforms driving measurable growth, optimized multi-channel creative assets to connect with diverse audiences, ensuring cohesive messaging, developed brand strategies and UI designs, etc.
- Oversaw multiple projects simultaneously by coordinating timelines and resources.
- Adapted creative strategies for evolving client needs during project development and meet client requirements.
- Directed brainstorming sessions and concept development to deliver innovative creative solutions.

ASSOCIATE CREATIVE DIRECTOR, 05/2021 to 09/2024
MRM / MCCANN SPAIN

- Clients: Movistar, Coca-Cola Company, Starbucks, Microsoft, Netflix, Disney, Mastercard, Oscar Mayer, Schär...
- Led 360 campaigns integrating TV spots, digital assets, OOH, and CRM strategies, with a focus on building audience trust and brand relevance.
- Supervised cross-functional teams to deliver innovative storytelling while maintaining brand consistency across channels.
- Spearheaded creative ideation and user-centric design for newsletters, UI interfaces, and web assets, driving increased engagement and usability.
- Evaluate trends, assess new data and keep up to date with the latest marketing techniques and emerging technologies.
- Presented creative concepts and new business pitches, contributing to strengthening client relationships and enhanced pitch presentations with compelling visuals and persuasive narratives.
- Mentored junior designers, fostering their professional growth and enhancing team productivity.
- Refined creative processes for efficient workflow management, reducing production timelines while maintaining quality standards.

CONTACT

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Portfolio Website:

<https://andreacreat.com/>

LinkedIn:

[Profile](#)

EDUCATION

MASTER, ART DIRECTION
MIAMI AD SCHOOL

DOUBLE BA, MEDIA COMMUNICATIONS, ADVERTISING AND PR
CEU SAN PABLO UNIVERSITY

SKILLS

- Campaign Development
- Digital Marketing
- Storytelling
- Cross-Functional Collaboration
- Project Management
- Presentation Skills
- Adobe Creative Suite
- Copywriting
- Creative Direction
- Procreate
- Sketch
- Figma
- WordPress
- Invision
- Strategic thinking
- Creative vision
- Team management
- Visual storytelling

- Directed photoshoots and video productions for compelling visual content.
- Established strong client relationships through clear communication, understanding of goals, and delivering on expectations.
- Maximized campaign performance through data-driven analysis of metrics, refining messaging, visuals, or targeting as needed.

Achievements:

- Created a Microsoft campaign that increased social media engagement by 47%.
- Developed a TikTok strategy for Iberia, achieving 72% follower growth in nine months.
- Record-breaking sale of over one million devices for Movistar Telecom in less than a week.

SENIOR DIGITAL ART DIRECTOR, 11/2020 to 04/2021 PUBLICIS SPAIN

- Clients: Mercedes-Benz, VISA, BMW, Fundación Telefónica, Audible...
- Conceptualized creative ideas during brainstorming sessions and produced visually engaging content.
- Enhanced brand storytelling through innovative visual strategies, ensuring alignment with client goals.
- Coordinated cross-department collaboration to streamline project execution and enhance creative outputs.
- Implemented artistic vision to give art purpose and meaning.
- Maximized project efficiency with meticulous attention to deadlines, budget constraints, and client expectations.
- Oversaw photoshoots from concept development to post-production editing, ensuring high-quality visuals that aligned with client goals.
- Optimized creative assets for web use by employing best practices in file formats, compression techniques, and mobile responsiveness considerations.

CREATIVE DIRECTOR, 09/2019 to 11/2020 FREELANCE NEW YORK

- Clients: La Nacional Hispanic Parade, Aerocamaras, Paradigm Trends...
- Created compelling branding and marketing materials, including roll-ups, brochures, and banners.
- Designed comprehensive brand strategies that elevated client visibility across digital and offline platforms.
- Monitored project milestones to maintain alignment with established timelines.
- Built strong relationships with clients, leading to long-term partnerships and repeat business opportunities.
- Managed campaigns with specific focuses to meet customer needs and creative visions.
- Developed memorable event branding materials, contributing to successful trade shows and conferences experiences.

ART DIRECTOR AND COPYWRITER, 04/2019 to 10/2019 OGILVY NEW YORK

- Clients: Coors Light, American Express, Ikea, Comcast, Nationwide...
- Designed and executed global campaigns integrating digital displays, OOH, and experiential media.

- Copywriting proficiency
- Art direction
- Conceptual skills
- Cross-functional collaboration

LANGUAGES

English

Spanish

French

Portuguese

AWARDS

- Cannes Lions, 2018
- Shortlisted, Creative Conscience Awards, 2019
- Bronze, Summit International Awards, 2019
- Jury, Bendita Carpeta Ad Awards, 2019
- Best Creative Award, AD Awards, 2019
- Shortlisted, Creative Conscience Awards, 2020
- Grand Jury, We Bendita Awards, 2020
- Centauri (Gold), Vega Digital Awards, 2020 (IAA)
- Top Ten Promising Advertiser, AD Awards, 2020
- Silver, Graphis, 2020
- Gold, Graphis, 2020
- Jury, The Gail Awards, 2023
- Grand Jury, We Bendita Festival Awards, 2023
- Jury, Summit International Awards (SIA), 2024
- Shortlisted in Greatest Creative and Greatest Branding, TikTok Awards, 2024
- Jury, Lapiz Creativo Awards, 2025
- Jury, Young Ones (One Show Awards), 2025

- Oversaw photoshoots from concept development to post-production editing, ensuring high-quality visuals.
- Contributed to creative process through original ideas and inspiration.
- Enhanced presentations with compelling visuals that supported key messaging in sales pitches and executive meetings.

Achievement:

-Designed the American Express Pride campaign visuals displayed in Times Square, showcasing inclusivity and creative excellence.

ART DIRECTOR AND COPYWRITER, 09/2017 to 09/2018 **FREELANCE**

- Clients: 122 Hamburgueseria, Asgard Decor, Consultoria y Gestion Integral Villaverde...
- Created comprehensive brand identities, including logos, product designs, and packaging.
- Enhanced brand visibility with visually compelling designs and strategic messaging.
- Developed creative marketing campaigns aligned with client goals and industry trends.

DIGITAL ART DIRECTOR, 02/2017 to 08/2017 **PUBLICIS SPAIN**

- Client: Garnier (L'Oréal)
- Developed digital assets, including banners, landing pages, and e-commerce visuals, to support product launches across multiple platforms.
- Spearheaded redesign of company website, enhancing user experience and increasing web traffic.
- Oversaw photoshoots from concept development to post-production editing, ensuring high-quality visual content.
- Contributed strategic insights during creative sessions to enhance campaign effectiveness.

ART DIRECTOR AND COPYWRITER, 03/2016 to 06/2016 **GLOBAL HUMAN CAPITAL GROUP**

- Developed corporate brochures, branded content, and digital posts to improve internal and external communications.
- Implemented tailored social media strategies, increasing engagement through Hootsuite.
- Delivered branding strategies that enhanced client positioning in competitive markets.