

## EXPERIENCE

Bilingual ACD Copywriter @ Japincho Ltd

Feb. 2016 – Current

Pepsi • UCHHealth • Humana • Sirius XM/Pandora

Risas Dental & Braces • Denver Mattress

ACD/Creative Services Manager @ Fanatiz – Fz Sports

Mar. 2021 – Aug. 2022

**Fanatiz**

Led the creation and development of all the creative campaigns for Fanatiz and the parent company FZ Sports in Mexico, Spain, Portugal and the US. Campaigns included digital marketing, email campaigns, video, and paid and organic social media. Managed a team of 4 art directors across multiple countries.

Strategy & Copy Manager @ Danone North America

Apr. 2019 – Mar. 2021

So Delicious Dairy Free • International Delight • Wallaby Organic

ACD – Copywriter @ IPG Mediabrands / DēBrain

Apr. 2016 – Mar. 2019

Sling TV • Nectar Mattresses

Sr. Copywriter @ Bromley Communications

Jan. 2010 – Jun. 2011

Coors Light • Go-Gurt • Western Union

Sr. Copywriter @ GlobalHue

Oct. 2006 – Dec. 2009

Chrysler • Dodge • Jeep

## AWARDS

Silver Award – Círculo Creativo México

Danone Activia “Rayón”

Bronze Award – Círculo Creativo México

Mercury Mariner “Tachuela”

Rumbo a Cannes de Reforma

Danone Activia “Remolino”

Best Hispanic Television Commercial – Urban Wheels Award

Chrysler 300 “Mano”

Telly Awards

Dodge Grand Caravan “Tío Toño”

## SKILLS

Languages

Spanish

English

Software

Microsoft Office

iOS Keynote

Adobe Photoshop

Adobe Illustrator

Adobe Premier

## EDUCATION

Bachelor's in Communications

Universidad Iberoamericana

Mexico D.F., 1999–2004