

Francisco Sánchez

PROFILE

Award winning creative, energetic and entrepreneurial minded. Integrated creative with more than 15 years working in digital and traditional creativity. A team worker and problem solver eager to excel himself and the team in every task.

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR, ZUBI ADVERTISING 2016-PRESENT

In charge of the digital creative department reporting directly to the ECD of the agency. Management of a team of art directors, copywriters, creative technologists and studio designers. Worked for all of the agency clients: Ford, Lincoln, Walgreens, Chase and Dunkin Donuts.

ASSOCIATE CREATIVE DIRECTOR, SONY MUSIC 2015-2016

Responsible for the creative side of a new specialized creative agency, Arcade Latin. Was in charge of developing creative communication for national and international brands, in which music and entertainment were at the core of the ideas.

ASSOCIATE CREATIVE DIRECTOR, LOPEZ NEGRETE COMM. 2014-2015

Responsible for the ideation and executions of digital and integrated campaigns for brands such as Walmart, Verizon and Kraft. In charge of managing and directing a creative team of art directors, copywriters, designers and developers.

INTEGRATED ART DIRECTOR, ALMA 2011-2014

Responsible for the ideation and executions of digital and integrated campaigns for brands such as McDonald's, State Farm, Clorox, Pine-Sol, Kingsford and Cricket wireless.

DIGITAL ART DIRECTOR, RVUE 2009-2011

Animator and creative in charge of the ideation and executions of broadcast and digital out of home media for clients such as LasikPlus, Citrix, Mattress Firm, AutoNation, McDonald's, ECI, Museum of Discovery and Science, and the rVue Demand Side Platform platform. Also UI/UX of the platform and internal/external communications.

MULTIMEDIA SPECIALIST, LETCA FILMS 2006-2008

Responsible for all the art direction of the production house including websites, treatments, email blasts, stationary materials, and more.

EDUCATION

MIU OF ART AND DESIGN – BFA, COMPUTER ANIMATION, 2008

UNAPEC (DOMINICAN REPUBLIC) – ADVERTISING, 2003

AWARDS

FIAP, Caribe, Wave, Ojo Iberoamericano, Addy's, New York Festival, Billboard, USH, Art Director's club.

REFERENCES

Upon request.

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PHONE

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URL