

WORK EXPERIENCE

Sr. Art Director at VMLY&R 2019 - PRESENT , Miami, USA

Responsibilities:

Overseen and create the brand assets of beINSport and Sling TV in order to be broadcast on different media channels. Give brand consistency and design solutions for the brand and partners.

Sr. Art Director at República - 2018 - 2019, Miami, USA

Responsibilities:

Drive brand consistency through ongoing development and implementation of brand guidelines for visual design and art Direction of Toyota, NBC Telemundo, Tank, Smithfield, Plasecia Cigars, Pork.

Skills Used

Art Direction, Design, UX, HTML Maillings, Mailchimp, Wordpress, Social media content, Digital Assets, Motion Graphics, Video content, Photo Retouch.

Sr. Art Director at Ogilvy - 2015 - 2018 Miami, USA

Responsibilities:

Concept and create marketing design solutions for use in a variety of print and digital media outlets. Creative and Art Direction of Pizza Hut, KFC, Ikea, CMX, American Express.

Skills Used

Art Direction, Design, UX, HTML Maillings, Mailchimp, Wordpress, Social media content, Digital Assets, Motion Graphics, Video content, Photo Retouch.

Creative Director at Leo Burnett Bogotá - 2013 to 2015

Responsibilities:

Responsible for overseen the creative for samsung's regional account. My role was focused in providing art/creative direction to give the account a creative boost.

Accomplishments

Under my group leadership, Leo Burnett consolidate his relationship with the client and the creative work was pointed as best in class in the Samsung region

Skills Used

Art Direction, Design, digital strategy, Management.

Creative Director at Publicis Colombia - Bogotá - 2007 to 2012

Responsibilities

I made my way into my next challenge, assuming the role of General Creative Director at Publicis Colombia, an agency that - at the time - had received few creative awards. With this opportunity, in just a year of hard work we were entered into the "Crema", a yearbook that measures the creative level of Latin American agencies with brands such as Renault, Nestle, Purina and Sanofi.

Accomplishments

Additionally, while at Publicis, the agency received several awards at several international festivals such as FIAP, WAVE, El Sol de San Sebastian and the well-known Colombian festivals: NOVA and El Dorado. I was also given an opportunity to be part of Leo Burnett University in its creative management program.

Skills Used

Art Direction, Design, Ad Strategy, Creative Management

Designer Leo Burnett Colombiana - Bogota - February 2004 to April 2007

Responsibilities

I had the opportunity to enter the Leo Burnett Colombiana agency as a graphic designer, and I was quickly promoted to Creative Director/Art Director, where I continued to build my experience across digital, CRM and BTL projects.

Accomplishments

Under my group leadership, Leo Burnett received international awards and acclaimed recognition, earning them a 300% growth in the digital service department. New accounts included:: Phillip Morris, Kellogg, Procter & Gamble, Toyota, Samsung, and McDonalds while maintaining business with local sourced industries..

Skills Used

Design, Digital, CRM, Shopper Marketin, BTL

EDUCATION

Bachelor's in design

Jorge Tadeo Lozano - Bogotá, 2001

Leo Burnett University Management Program. 2010

ADDITIONAL INFORMATION

In my 13 years of experience in the advertising sector, I have participated in receiving more than 60 awards in advertising festivals and effectiveness. And, I was awarded the opportunity to act as a judge in advertising at Colombian Festival NOVA and Ojo de Iberoamerica on two occasions.

Awards:

45 Nova Awards Colombia. 15 El Dorado Awards Colombia , 8 Fip Awards, 15 Effie Awards. 15 Ojos de iberoamérica, 3 New York festival, 12 FIAP. 8 WAVE Awards. 8 Soles de San Sebastian. 13 Cannes short list.

Portfolio

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