

DIEGO A. ESPINOSA

College graduate with a degree in Communication, specialized in Advertising with over 7 years of experience in creative agencies in Mexico, as well as broad international academic background. Developing my skills as an account executive and later on, supervisor for clients such as HP, Telefónica Movistar & Expedia Mx. Also collaborating in the generation of campaign ideas as a creative copy Intern for AX, Heinz, Claritin, Toy's "R" Us among other brands in Spain and the EU.

My main focus and strengths are in project management, campaign creation, and client relationship with support in the creative process as a copy, in creative direction and basic design.

Markets: Mexico, Spain & EUA

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Creative Portfolio:

www.diegespinosa90.com

Education

Master's Degree- Copywriter & creative direction at Miami Ad School Madrid, Spain.

Postgraduate Degree-

Creative Advertising Specialist at Universidad Europea Miguel Cervantes Valladolid, Spain.

Bachelor's Degree-

Communication at UIA CDMX, México

High School- Maur-Hill Mount Academy, USA.

Skills

Social Media Platforms

Creative Advertising

Branding

Project Managing

PR

Strategic communication

Brand Planning

Copywriting

Creative Direction

Languages

English: Native

Certifications: TOEFL Test,

First Certificate

Spanish: Native

Other Skills

Adobe creative suits (proficient)

Microsoft Office (proficient)

Photoshop (proficient)

Web development (proficient)

Experience

Creative Copy Intern - Lola Mullenlowe – Madrid, Spain

July 2020 – Currently

- Taking part on the creation of a variety of brand campaigns for the agency in the conceptual stages as well as brainstorming new and innovative ideas for upcoming briefs.
- Translating, adapting and overseeing campaigns created for English speaking markets such as UK.
- Recurrently present proactivity within the agency teams for brands aimed at taking part in festivals worldwide.

July 2020 – December 2020

- Studied, and graduated with a Creative advertising specialist degree from the Universidad Europea Miguel Cervantes (UEMC) in Valladolid Spain.

January 2019 – December 2020

- Studied and graduated with a master's degree in copywriting & creative direction from Miami Ad School Madrid, Spain.

Account Executive / Account Supervisor - VMLY&R - Mexico

November 2015 – December 2018

- Responsible for projects related to sponsorship of Movistar and the Mexican National soccer team.
- Account Supervisor, leading client projects such as Telefónica Movistar, ATL, BTL and Digital nationwide, as well as Expedia.mx Digital / ATL. Among other tasks I have developed and generated 360 campaigns for both clients, as well as being in charge of internal administrative processes and activities, as well as for clients.
- Lead creative processes of the administrative side in production areas and budgets.
- Lead temporary and branding projects as well as work teams.
- Responsible for different work teams with specific objectives.
- Supervise and direct the day-to-day tasks both with the internal team and with the customer's deadlines.

Account Assistant - TERAN/TBWA - Mexico

December 2014 - November 2015

- Worked for the HP consumer department in Project Management Online, Media and Point of Sale campaigns as a Jr account executive in E-Graphics team for the HP account (Mexico and LATAM).
- Carried out administrative and financial processes, as well as the creation, management and monitoring of different projects and campaigns.

Social Media Assistant - MAZDA Motors - Mexico

August 2013 – July 2014

- Responsible for social media networks in the Marketing department.
- Reviewed and created content to maintain social networks under the strategic scheme of the brand, where we reached at peak an estimate of 100,000 followers in social networks.

Awards

"One Show" festival 2020 – NYC, USA – Young Ones Category

- Copy of the creative team that won the "Silver Pencil" at the One Show Awards in New York in the Young Ones category developing campaign for Vans.

(<https://www.oneclub.org/awards/youngones/-award/35877/vans-pro-pass>)

Festival "El Sol" 2019 – Madrid, Spain – Young Creatives Category

- Member of the winning team of the Silver "Sol" at the Iberoamerican Sol Awards in the category of Creative Young people developing a 360 campaign for Huawei brand.

(<https://elsolfestival.com/wp-content/uploads/2019/06/Palmare%CC%81s-Jo%CC%81venes-Creativos-JJ.CC..pdf>)