

* PROFILE

Creative Director with 15+ years leading brand and content strategy across Mexico, Venezuela and the US Hispanic market. I build concepts, voice and content systems for consumer brands, then lead multicultural teams to execute them. Founder of Copiloto Lab, a Spanish-language platform on AI for creative teams. I design production-grade AI workflows and get teams ready to use them, so they create more without losing the craft.

* EXPERIENCE

Creative Director · Catorcedías · Mexico

2018 — present

- Lead creative strategy and multiplatform digital campaigns for consumer, health and travel brands: Bayer, IATI (travel insurance), Star Médica (hospitals), Flixbus, Brother, Twinings, Karo, Capullo and Aladino.
- **Flix Mexico:** developed the foundation of the brand's tone for its launch in the country. Today it beats ADO, Mexico's largest bus company, in followers and engagement.
- Define each brand's digital DNA: positioning, voice, content systems and always-on strategy.
- Manage and mentor multidisciplinary creative teams of up to 9 people across strategy, copy, design and production.
- Designed and implemented AI-powered production workflows (Claude, Midjourney, Freepik, Google Veo, Weavy) and trained the team to use them, scaling campaign output and speed.

Founder · Copiloto Lab · copilotalab.com

Ongoing

- Spanish-language platform covering AI trends, tools and workflows for creative and marketing teams in Latin America.
- Hands-on testing and documentation of real production use cases: image pipelines, generative video and high-volume deliverables.

Creative Director · Imaginetellers · Mexico

2017 — 2018

- Directed communication strategies for digital content and social media, and led the creative team for clients including Grupo Bimbo, Snickers and Visa.

Content Producer · Plop Contenidos · Venezuela / USA

2013 — 2015

- Created entertainment programs and comedy content for the US Hispanic audience, from YouTube channels to proposals for Univision.

Content Producer · Equipo 70 · Venezuela

2011 — 2012

- Script development and video production for political comedy content. Recognitions: Reed Latino and Pollie Awards.

* FREELANCE & PROJECTS

- Campaign consultant for Ben & Frank, Colgate and American Eagle.
- Co-founder of Camionetica.com, digital trend magazine (2007–2012); creator of Canilla, comedy YouTube channel (2014); founder of Copiloto Caribe, agency for small clients.

* SKILLS

- Brand strategy, concept development, scriptwriting and copywriting in Spanish and English.
- Multicultural marketing: Venezuela, Mexico and the US Hispanic market.
- Leading in-office and remote creative teams, and AI adoption within teams.
- **Creative AI:** Claude (advanced: Projects, agents and Claude Code), ChatGPT, Gemini, Midjourney, Nano Banana, Freepik and Freepik Spaces, Google Flow / Veo, Higgsfield, Weavy and n8n.
- Google Workspace. Inbound marketing (HubSpot certified).

* EDUCATION

University of the Arts London · 2017

Digital Marketing Strategy · Online Video Content Production

Underground, Buenos Aires · 2006, 2010

Creativity course: copywriting & art direction

* LANGUAGES

Spanish: native

English: advanced, IELTS certified