

GABRIEL PEÑA – CREATIVE DIRECTOR

<http://gabrielpena.net>

<https://vimeo.com/showcase/5799285>

PROFILE

Integrated Marketing Communications Bilingual Creative Director with experience in CPG and lifestyle brands in premier advertising agencies.

Highly strategic, enthusiastic, and goal-driven team player with solid international experience delivering effective award-winning campaigns for Fortune 500 clients. Managing brands beyond traditional channels into innovative media platforms to achieve superior results. Extensive experience in lifestyle brands and consumer packaged goods (US Hispanic, Latin America & General market) strategy development through creative expression. Passionate Latinx Arts and minority representation advocate.

EXPERIENCE

INDEPENDENT - NEW YORK

Creative Director

2018 – Present

- Developed 360 advertising campaigns for clients such as Meridian Healthcare, Polaris Group, Pepsi Brands, FX Networks, and the Anti-violence coalition for the City of Chicago. Partnered with Digital teams to develop social and digital content campaigns for the mentioned brands.
- Creative Director, Strategist, and Advisor for Minga Peru <https://mingaperu.org/en/home/> Peruvian-based NGO that strengthens leaders, organizations, and social networks representing the most marginalized communities across Latin America and the Caribbean to collaboratively build social justice with gender equity, environmental stewardship, and cultural identity.
- Created short films that depict LGBTQ+ stories or under-represented minorities. The work spans narrative shorts, fashion films, and photo editorials for fashion & lifestyle platforms such as Flaunt, The Rakish Gent, Dansk,
- Developed digital content for Instagram and Facebook through VidMob and worked for clients such as Ulta Beauty and Pepsi Co.
- Planned, organized, and supervised all advertising shoots (film, photography, and digital content.)
- Responsible for the director and photographer selection, assessment of treatments, casting selection, and on-set agency lead.
- Supervised post-production techniques, such as color correction, transitions, audio enhancements, visual effects, and motion graphics, to enhance the overall video quality of the content.

RED FUSE - NEW YORK

Creative Director

2015 – 2018

- Responsible for creating fully integrated insight-driven campaigns for Colgate-Palmolive Skincare and Hair care brands.
- Lead global think tanks and workshops for Colgate Luminous White, Colgate Optic White, and Palmolive Skincare and Hair care to evolve the brand's strategic positioning by unifying the internal company communication throughout the regions (Europe, Asia, and the Americas).
- Overlooked digital and innovation media platforms for the CP Brands across the regions.
- Supervised international TV & print shoots worldwide.
- Lead Colgate Water Conservation Campaign awarded at the 2015 Cannes Advertising Festival (Silver & Bronze Lions)
- Planned, organized, and supervised all advertising shoots (film, photography, and digital content.)
- Responsible for the director and photographer selection, assessment of treatments, casting selection, and on-set agency lead.

- Supervised post-production techniques, such as color correction, transitions, audio enhancements, visual effects, and motion graphics, to enhance the overall video quality of the content.
- Ample experience supervising international TV, digital & print shoots.

YOUNG & RUBICAM – NEW YORK

Associate Creative Director

2011 – 2014

- Responsible for creating fully integrated campaigns for Colgate-Palmolive Oral Care, Personal Care, and Home Care brands.
- Lead the re-launch of Colgate's 360 Toothbrush Global campaign for Asia, Europe, and the Americas.
- Planned, organized, and supervised all advertising shoots (film, photography, and digital content.)
- Responsible for the director and photographer selection, assessment of treatments, casting selection, and on-set agency lead.
- Supervised post-production techniques, such as color correction, transitions, audio enhancements, visual effects, and motion graphics, to enhance the overall video quality of the content.

Sr. Copywriter

2007 – 2010

- Responsible for developing integrated marketing campaigns of 14 brands in 18 countries within Latin America for Colgate-Palmolive.
- Supervised and managed all advertising shoots (television, photography, and digital content). Responsible for the director and photographer selection, assessment of director and photographer's treatments, casting, on-set agency lead, and post-production supervising.
- Partnered with Digital teams to develop social and digital content campaigns for Colgate Luminous White Palmolive, among other brands.
- Planned, organized, and supervised all advertising shoots (film, photography, and digital content.)
- Worked with voiceover artists to deliver audio assets as needed.

WING LATINO - GREY / NEW YORK

Sr. Copywriter

2007 – 2010

- Contributed to creating 360 campaigns, winning numerous business pitches for clients like Diageo and U.S. Bank.
- An active team member developing television and print campaigns for Diageo Brands such as Tequila Don Julio, Tanqueray TEN, Ciroc, Smirnoff Ice, Crown Royal, US Bank, Panasonic, and Kmart.
- Supervised television, print shoots, and radio recordings, including talent selection, treatments, casting, and production in Buenos Aires, Miami, Barcelona, and LA.
- Worked with voiceover artists to deliver audio assets as needed.

EDUCATION

Master in International Marketing, ESMA - Spain
 B.A. in Communications / Advertising, IPP - Peru
 Liberal Arts, Radford University, Radford, Virginia.

LANGUAGES

Spanish, Portuguese & French.