



PABLO SÁNCHEZ

ART DIRECTOR & CREATIVE LEAD

PROFESIONAL PROFILE

Cross-functional Art Director & Creative Lead with 10+ years in the fast-paced advertising industry. Over the last decade, I've boosted B2C brands by creating relevant, innovative, and engaging campaigns while managing a team of 4+ creatives.

I'm a highly analytical, solution-oriented, and team-focused creative lead with a passion for storytelling through visual creativity. I've worked both independently, as a "one-man band," overseeing the entire creative process, and leading a team of 4 talented creative professionals.

I've helped clients improve brand positioning, notoriety, and awareness, with work recognized at major national and international advertising festivals. I continuously stay updated on emerging trends and tools, recently integrating generative AI into my process.

Now, I aim to leverage my creativity, experience, and leadership skills to support a bold brand with an ambitious, respectful project that aims to make the world a better place.



CONTACT

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LOCATION 
GMT +1 or GMT -3

EDUCATION

MASTER IN ART DIRECTION
Miami Ad School
Madrid, Spain
2012-2014

**MASTER IN MEDIEN UND
KOMMUNIKATION-
SWISSENSCHAFT**
Martin Luther University
Halle, Germany.
2011-2012

**BACHELOR IN MASS MEDIA
AND COMMUNICATION**
Complutense University
Madrid, Spain.
2007-2011

WORK EXPERIENCE & KEY ACHIEVEMENTS

ART DIRECTOR & CREATIVE LEAD

Oct. 2020 - Present
Freelancer

- Setting and delivering communication and visual strategies to enhance brand notoriety.
- Identifying issues in existing brand communications and designed materials.
- Providing full creative consultancy, defining brand territory, and establishing brand guidelines.
- Offering short-, medium-, and long-term visual solutions for a wide range of communication challenges.
- Shaping brands at various stages of development. Integrating generative AI tools to streamline creative processes, enhance visual storytelling, and deliver innovative design solutions

KEY ACHIEVEMENTS: Successfully developed powerful, innovative, and engaging visual strategies and asset campaigns for clients such as Durex, O2, EDP, and San Miguel, helping them increase brand awareness and consistency.

CREATIVE SUPERVISOR

Dec. 2016 - Oct. 2020
VCCP Spain

- Creating, tailoring, and developing creative strategies and campaigns for both online and offline communication.
- Partnering with film production companies, 3D studios, UX studios, and various international VCCP offices.
- Leading deck presentations, tissue meetings, and brief discussions with partners and clients.
- Pitching to win new projects by understanding client needs and offering multiple solutions on time.
- Leading and supervising creative, design, digital, and social teams.

KEY ACHIEVEMENTS: Secured 11 new clients, including Banco Santander, Cervezas San Miguel, and Larios (Maximum Group), and maintained long-term relationships with them. Successfully developed, designed, and executed both short- and long-term campaigns for a wide range of clients across various sectors, including energy, transport, banking, and insurance, among others. Some of my campaigns were awarded at creative festivals such as Cannes Lions.

SKILLS

Art Direction	●●●●●
Creative Team Management	●●●●●
Creativity Consultancy	●●●●●
Communication Strategy	●●●●●
Project Management	●●●●●
Branding	●●●●●
Advertising	●●●●●
Storytelling	●●●●●
Graphic Design	●●●●●
Adobe Creative Suite	●●●●●
Figma	●●●●●
Generative AI tools	●●●●●
Leadership	●●●●●
Inspiration	●●●●●
Mediation	●●●●●
Flexibility	●●●●●

LANGUAGES

ENGLISH	Fluent
SPANISH	Native
GERMAN	Beginner

SENIOR CREATIVE ART DIRECTOR

Oct. 2015 - Dec. 2016
VCCP Spain

- Organizing creative resources and executing various media formats with excellence.
- Leading photography and film shoots, voice-over productions, and case study creation.
- Identifying strategic territories and insights, and brainstorming digital ideas and campaigns.
- Setting social media content pillars and calendars.
- Generating notoriety for the agency and attracting new clients through award-winning campaigns.

KEY ACHIEVEMENTS: Gained significant notoriety for the agency alongside my team, earning multiple awards at major Spanish and Latin American festivals. Developed and executed highly successful awareness campaigns, such as "Bullying or Not" for El Mundo newspaper and "Windows That Upgrade the World" for Microsoft. Promoted after just one year to lead a larger team.

JUNIOR CREATIVE ART DIRECTOR

Oct. 2014 - Oct. 2025
CHINA Madrid

- Brainstorming ideas and media formats for various campaigns, both online and offline.
- Graphic design, photo retouching, film editing, and motion graphics development.
- Designing display campaigns and landing pages for digital campaigns.
- Writing scripts and supervising storyboard creation.

KEY ACHIEVEMENTS: Developed a highly successful transparency campaign for KFC and had the opportunity to participate in major campaigns for prominent clients such as Schweppes, Multi Ópticas, and Evo Bank.

INTERN CREATIVE ART DIRECTOR

Jun. 2014 - Oct. 2014
Remo Madrid

FREELANCE GRAPHIC DESIGNER

Dec. 2013 - Jun. 2014
Freelance

INTERN CREATIVE ART DIRECTOR

Sept. 2013 - Dec. 2013
Saatchi & Saatchi

AWARDS AND RECOGNITIONS

CANNES LIONS

International Festival of Creativity

1

EL SOL FESTIVAL

Iberoamerican Advertising Communication Festival

11

FIAP FESTIVAL

Iberoamerican Advertising Festival

4

INSPIRATIONAL AWARDS

Innovation in Digital Communication Festival

2

D&AD

International Festival of Design and Art Direction

1

CDEC

Spanish National Creativity Awards

1

STRENGTHS

I'm someone who takes initiative, is solutions-oriented, and takes end-to-end ownership. I successfully manage creative teams, delivering creative products and results in a fast-paced, dynamic environment. I enjoy collaboration and partnerships, thrive on trying new approaches, and am always open to feedback.