



MANUEL VALENCIA

SR. ART DIRECTOR



PROFILE

I'm a Creative Art Director/Content Writer who loves puns, 90's video games and bad karaoke

FAVORITE QUOTE:

"LOOKS LIKE I PICKED THE WRONG WEEK TO QUIT SNIFFING GLUE"
- AIRPLANE



CONTACT ME

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AWARDS & RECOGNITIONS

CANNES LIONS
FESTIVAL EL SOL
OJO DE IBEROAMÉRICA
CÚSPIDE AWARDS



SKILLS

Software: Photoshop, Illustrator, InDesign.

Coding: Basic HTML and CSS. Understanding of the technical possibilities and limitations of web design and development.

Languages: Fluent in English and Spanish.

Other: Coaching, client presentations, digital photography, social media content, organized and detail oriented.



WORK EXPERIENCE

FREELANCE, NYC • Sr. Art Director

2017

Create insightful concepts, help establish content strategist and visual design for different platforms.

SAATCHI & SAATCHI, Puerto Rico • Sr. Art Director

2015 - 2017

Creative conceping, and visual design, both traditional and digital for Toyota, Wendy's and General Mills LATAM.

LATINWORKS, Austin • Art Director

2014 - 2015

Art direction and creative development, both traditional and digital for Domino's Pizza, Mars Hispanic market (M&M'S, Snickers and Twix), Texas Lottery, Lowe's, and Cine las Américas, among other clients.

BBDO, Puerto Rico • Art Director

2012 - 2013

Creative conceping, and visual design, both traditional and digital, for clients like GE, Scotiabank, The Ana G. Méndez University System, Don Q Rums, MARS Caribe (M&M'S and Snickers) and Pedigree.

D6, Madrid • Interactive Art Director

2012 - 2012

Brand development, creative conceping, and visual design for various digital tools. Clients include easyJet, Canal+, Sanitas Healthcare, HISTORY Channel and Liberty Insurance.

GRUPO FERRER, Puerto Rico • jr. Art Director

2008 - 2010

Brand development, creative conceping, and visual design for Nestlé, Purina, Denny's Restaurant, P&G and San Juan Marriott.



EDUCATION

MIAMI AD SCHOOL, Miami & Madrid

OCTOBER 2010 - SEPTEMBER 2012

Thanks to MAS, my Skype contact list looks like the United Nations' address book. I had the pleasure of working with talented people from around the world, understanding global creativity and most importantly, I learned how to curse in 6 languages.

EL LABORATORIO, Madrid (*Internship*)

JANUARY 2012 - MARCH 2012

Creative collaboration on BWIN, Save the Children and SIMA (Salón Inmobiliario Internacional de Madrid) accounts.

LOLA, Madrid (*Internship*)

OCTOBER 2011 - DECEMBER 2011

Creative collaboration on Rexona, Cornetto, and Magnum Chocolate accounts.

SACRED HEART UNIVERSITY, San Juan

AUGUST 2004 - SEPTEMBER 2008

Bachelor, Advertising, Communications