



SERGIO DE CARLOS.

CREATIVE TEAM LEAD.

IBIZA, BALEARIC ISLAND, SPAIN.

In these past 9 years, I have worked in advertising agencies such as *S.C.P.F... and Cheil Spain, collaborating with brands like Iberia Express and BMW among others. For the last 6 years, I have been living in Ibiza, where I work at Palladium Hotel Group as a Creative Team Lead, overseeing the development of brands like Ushuaïa Unexpected Hotels, TRS Hotels, and Grand Palladium, which continue to thrive across Europe and the Caribbean.

EXPERIENCE.

Palladium Hotel Group.

Corp. Creative Team Lead.

- Management of a team of up to 20 people.
- Successful implementation of internal marketing across 38 hotels in 7 different countries.
- Successful brand rebranding implementation.
- Direction of photo and video shootings.
- Creation and complete development of brands and their respective advertising campaigns.

July 2017 - Present (6 years).

Ibiza, Balearic Islands, Spain.

Dos Mil palabras SL.

Creative Art Director.

- Management of a team of 5 people.
- Brand development.
- Creation of advertising campaigns.
- Design for digital media.

August 2015 - July 2017 (2 years).

Madrid, Spain.

Iberia Express.

Creative Art Director.

- Brand development.
- Creation of advertising campaigns.
- Online design.

June 2015 - September 2015 (4 months).

Madrid, Spain.

Cheil Worldwide

Creative Art Director

- Creation of advertising campaigns.
- Clients: Samsung, Vodafone, Adidas.

February 2015 - April 2015 (3 months).

Madrid, Spain.

SCPF*...

Creative Art Director

- Creation of advertising campaigns.
- Clients: BMW and San Miguel.

June 2014 - December 2014 (7 months).

Madrid, Spain.

Ketchum

Creative Art Director

- Occasional work in various visual thinking and innovation workshops.

Madrid, Spain.

Palacio Quintanar

Creative Art Director

- Management of a team of 10 people.
- Design of campaigns and communication materials.

October 2012 - June 2013 (9 months).

Segovia, Spain.

EDUCATION.

Master Advance Art Direction.

(2013 - 2014).

The College of Everything. Madrid, Spain.

Erasmus Intensive program "Food and cultural identity II" EFSS'2013, Semiotic.

(Summer 2013).

New Bulgarian University. Sozopol, Bulgaria.

Licentiate degree, Public Relations, Advertising, and Applied Communication.

(2007 - 2012).

University of Valladolid, Spain.

LANGUAGES.

Spanish (Native).

English (Up-intermediate).

AWARDS.

Ironbrain Young Digital Minds - Creativity national contest.

Premio CdeC - Young creative national contest.

SKILLS.

Creativity	████████████████████
Art direction	████████████████████
Strategic branding	████████████████████
Photography	██████████████████
Soft skills	██████████████████
Adobe Premiere	██████████████
Adobe Illustrator	██████████████████
Adobe Photoshop	██████████████████
Adobe InDesign	██████████████████
Adobe After Effects	██████████
Adobe Lightroom	██████████████████
Cinema 4D	██████████████
Keynote	██████████████████
Wrike	██████████████████
Trello	██████████████████
Milanote	██████████████████
Outlook/Gmail	██████████████████
Figma	██████████████
Online files management	██████████████████