



# **SERGIO DE CARLOS.**

## **CREATIVE TEAM LEAD.**

### **IBIZA, BALEARIC ISLAND, SPAIN.**

Marketing and Creative leader with 12+ years of experience across advertising and international hospitality. After starting in leading agencies such as \*S.C.P.F. and Cheil Spain, I spent eight years at Palladium Hotel Group driving brand growth across Europe and the Caribbean. Currently, I serve as Marketing Manager at The Standard, Ibiza (Hyatt), leading on-property marketing strategy to integrate brand, digital and commercial performance while positioning the hotel as a year-round lifestyle destination.

#### **The Standard, Ibiza.**

Marketing Manager.

- End-to-end leadership of on-property marketing aligned with Hyatt (Brand, Digital, PR & Revenue).
- Development and execution of Winter 25/26 strategy and strategic brand collaborations.
- Creative direction of cultural happenings and F&B-driven activations.
- Cross-functional coordination with GM, Sales, Revenue and external agencies.
- Oversight of paid media strategy and brand-aligned content production.
- Management of influencers, press relations and local storytelling to position the hotel as a year-round lifestyle hub.

October 2025 - Present  
Ibiza, Spain.

#### **Palladium Hotel Group.**

Corp. Creative Team Lead.

- Creation, design and creative direction of the Ushuaia Unexpected Hotel rebranding of The Unexpected Hotels in UAE and Ibiza.
- 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 - July 2025  
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.
- Design for digital media.

June 2015 - September 2015  
Madrid, Spain.

#### **Cheil Worldwide**

Creative Art Director

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

February 2015 - April 2015  
Madrid, Spain.

#### **SCPF\*...**

Creative Art Director

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

June 2014 - December 2014  
Madrid, Spain.

#### **Palacio Quintanar**

Creative Art Director

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

October 2012 - June 2013  
Segovia, Spain.

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## 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 (Upper-intermediate B2).

## 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	██████████████████