
LUIS ECHEVARRÍA SANZ

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PROFESSIONAL BACKGROUND

KINTON
MADRID - SPAIN
2007-Today

Creative Director

Conceptualization, creation, production and development of creative strategies and materials in multiple formats, including print and digital (on-line advertising campaigns and websites), for Dark Channel, Fox Channel, Nacional Geographic Channel, Kitz Channel, Sabadell Bank and Popular Bank.

PERROMALO CLOTHING CO.
BALI - INDONESIA / MADRID - SPAIN
2005-Today

Design / Production / Sales

Personal project.
Creation and production of an urban wear apparel clothing and accessories brand. Coordination with all the indonesian suppliers.

CP COMUNICACIÓN PROXIMITY- BBDO
MADRID - SPAIN
1997-2005

Creative Director

2001-2005

Management and coordination of creative teams.
Development, conceptualization, design and production of marketing and creative strategies in multiple formats such as direct marketing, CRM, mass media, events and print advertising for Chrysler, Jeep, Cardhu, Barclaycard, General Electric y Cepsa. Also, in charge of interviewing, hiring and training art directors, copywriters, interns and undergraduate staff.

Senior Art Director

1997-2001

Multiple roles in conceptualization, art direction and graphic design, including development of visual products like logos and corporate image, promotional and direct marketing pieces, catalogs, brochures, packaging and web design. Conceptualization of marketing strategies and campaigns for Canal Club, La Cocinera, Barclaycard, Catsa, Nationale-Nederlanden ING y Greenpeace.

PENTAMARK WORLDWIDE SPAIN - BBDO
MADRID - SPAIN
2002-2005

Creative Director

Management and coordination of creative teams for the European owner loyalty program for Chrysler and Jeep.
Conceptualization of the program, from the ground up to finish, working with the client to develop the marketing strategy.
Also, in charge of the creation and management of the final art work and desktop publishing in-house studio created for the program.

LINK 7 - LINTAS WORLDWIDE
MADRID - SPAIN
1994-1997

Art Director / Graphic Designer

Art direction and design for the promotions and direct marketing department of Lintas World Wide. Worked for Metrovacesa, Winston, Saimaza, Servicom, Johnson & Johnson y Renault.

BIRMINGHAM ASSOCIATES
BOSTON, MA - EE.UU
1992-1993

Art Director / Graphic Designer

Design and production of diverse print materials such as print ads, brochures and product catalogs for Goya Foods.

AWARDS AND ACHIVEMENTS

CANNES LIONS CEP
Ruta del Dragón

NEW YORK FESTIVAL NATIONAL-NEDERLANDEN
Golf

DMA - ECHOES CEP
Ruta del Dragón

IMAN CEP
Ruta del Dragón

GENERAL ELECTRIC
Libro en Blanco

LA VANGUARDIA AXN CHANNEL
Libro en Blanco

ACADEMIC BACKGROUND

SAINT LOUIS UNIVERSITY Graduated in Communications
ST. LOUIS, MO - EE.UU. Studied at the Art and Sciences school of SLU.
1987-1992 Worked at the in-house advertising agency of the University.
Studied intensive specialized courses on marketing, art direction
and copy writing.

LANGUAGES

ENGLISH High Level
Spoken and written.

SPANISH Mother Language
Spoken and written.

COMPUTER SKILLS

MAC Y PC Design and Desktop Publishing
Freehand, Photoshop.

Offimatic
Microsoft Office.