Carlos E. Ramírez

Creative Director | Team Leadership | Integrated Campaigns | Brand Strategy | Generative AI

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EXPERIENCE

Creative Director

TREiD Marketing 04/2026 - Present

- Expanded creative leadership into Trade Marketing, developing promotional platforms, loyalty programs, experiential activations, and brand events for brands such as Lala, Nestlé, SC Johnson, and Mondelēz, designed to drive engagement and commercial impact.
- Transformed strategic briefs into high-impact promotional and experiential ideas, overseeing concepts from initial development through large-scale execution across multiple consumer touchpoints.
- Developed integrated creative solutions for retail and shopper environments, connecting brand strategy with point-of-sale experiences, promotions, and consumer engagement.
- Integrated technology into creative development, implementing bots, loyalty program platforms, and digital systems that bring promotional and experiential ideas to life.

Creative Director

D14S 03/2023 - 04/2026

- Led creative direction for Jumex US and XOT Energy, developing culturally relevant campaigns for the U.S. Hispanic market.
- Directed creative strategy and integrated campaign execution for Conagra Brands, including Del Monte, Hunt's, and ACT II, strengthening brand visibility and audience engagement.
- Led multidisciplinary creative teams of 16 people across concept development, art direction, copywriting, and campaign execution.
- Oversaw creative production and quality standards from initial concept through final delivery.

Digital Creative Director

VML / Wunderman Thompson 07/2022 - 05/2023

- Led Volkswagen's digital creative strategy, guiding multidisciplinary teams of 10 people and strengthening brand consistency and audience engagement across digital channels.
- Contributed to the Wunderman Thompson Regional Council, collaborating with creative leaders across LATAM to align methodologies, strategic thinking, and regional creative standards.
- Conceived and developed the Global Warming Series for The North Face, an early application of generative AI in advertising.
- Led digital creative projects for Shell, Chimex, and 3M, ensuring strong creative consistency across platforms and brand touchpoints.

Digital Creative Director

Dentsu mcgarrybowen 05/2020 - 07/2022

- Led the izzi Telecom account for nearly three years, overseeing one of the agency's largest creative retainers and directing the account's overall creative vision across multiple channels.
- Directed integrated 360° campaigns for izzi Telecom across television, digital, and cross-channel platforms.
- Led audiovisual production and social media strategy for Audi, ensuring creative consistency across campaigns and brand touchpoints.
- Developed creative campaigns for Adidas, aligning brand identity, audience insights, and execution across digital platforms.

Integrated Creative Director

Grey México 03/2016 - 03/2019

- Led integrated creative direction for Sodimac, HSBC, and Volvo.

Integrated Creative Director

(anónimo) 04/2015 - 03/2016

Digital Creative Director

(anónimo) 04/2011 - 06/2015

AWARDS

- 2× Shortlist — Cannes Lions — Promo & Activation | DIY for Puerto Rico
- Gold — Círculo Creativo de México — Promo & Activation / Public Good | DIY for Puerto Rico

SUMMARY

Creative Director & Art Director with 16 years of experience at leading advertising agencies, developing integrated campaigns, digital experiences, and creative strategies for global brands. Combines strategic thinking, creative direction, design leadership, and strong execution to turn business challenges into compelling ideas. Proven track record leading multidisciplinary creative teams and delivering culturally relevant work across digital, social, traditional, and integrated channels. Specialized in U.S. Hispanic and multicultural audiences, trade and experiential marketing, and the integration of generative AI into creative development.

KEY ACHIEVEMENTS

Gold Effie Award for ACT II, D14S

Earned a **Gold Effie Award for ACT II**, part of **Conagra Brands' portfolio**, recognizing the campaign's creative and business effectiveness.

Top 10 Creative Agency in Mexico, D14S

Contributed to D14S reaching the **Top 10 position in the 2025 Círculo Creativo de México agency ranking** through award-winning creative work.

Creative Team Growth from 3 to 16 Members, GREY México

Expanded the **creative team from 3 to 16 members** in one year through team leadership, talent development, and collaborative creative management.

DIY for Puerto Rico: 2 Cannes Lions Shortlists + Gold, Silver & Bronze at Círculo Creativo, GREY México

Led integrated creative direction for **DIY for Puerto Rico (2019)**, earning **two Cannes Lions shortlists** in Promo & Activation, plus **Gold, Silver, and Bronze** at Círculo Creativo de México.

Audi Mexico Account Win, Dentsu

Led the creative development for the **Audi Mexico pitch**, helping secure the brand's integrated **360° account for the agency.**

The One Show Merit Awards, (anónimo)

Led Instaclass across social media and mobile advertising, earning two **Merit Awards at The One Show in 2016**.

Multiple Creative Awards, (anónimo)

Developed digital, mobile, social, and web experiences recognized by **Círculo Creativo MX, FIAP, El Ojo and El Sol**.

EDUCATION

M.A. in Digital Marketing

UNITEC

2020

B.A. in Graphic Design and Visual Communication

UNITEC

2017

Certification in Innovation & Design Thinking

CEDIM

2016

AI: Digital Products, Agents & Data Analysis

CENTRO

2026 - Present

Influencer Marketing

Miami Ad School Buenos Aires

2026 - Present

AI-Powered Content Creation

CENTRO

2024

AWARDS

- Silver — Círculo Creativo de México — Media / Best Use of Stunts | DIY for Puerto Rico
- Bronze — Círculo Creativo de México — Digital, Social & Technology / Social Media | DIY for Puerto Rico
- Merit Award — The One Show — Social Media / Innovation in Social Media | Instaclass
- Merit Award — The One Show — Mobile / Advertising on Mobile Devices | Instaclass

SKILLS

Soft Skills

Creative Leadership, Strategic Thinking, Team Development, Decision-Making, Stakeholder Management, Cross-Functional Collaboration, Mentoring, Negotiation, Conflict Resolution, Problem Solving, Critical Thinking, Adaptability

Hard Skills

Creative Direction, Creative Strategy, Art Direction, Integrated Campaigns, Digital Strategy, Creative Concept Development, Branding, Campaign Development, Design Leadership, Social Media Strategy, Storytelling, Multiplatform Content Development, Digital Production, Audiovisual Production, Cultural Insights, Business Presentations, Generative AI, AI-Assisted Creative Development, Prompt Engineering, AI Image & Video Generation, Copywriting, Trade Marketing, Shopper Marketing, Experiential Activations, Loyalty Programs, Multicultural Marketing, U.S. Hispanic Marketing

EDUCATION

Creative Leadership

Miami Ad School Buenos Aires
2024

TRAINING / COURSES

LIONS Nano-MBA: Creative Leadership Cannes Lions · CPD-accredited 04/2025

LIONS Nano-MBA: AI for Marketers Cannes Lions · CPD-accredited 04/2025

LIONS Nano-MBA: Storytelling Cannes Lions · CPD-accredited 01/2025

LIONS Nano-MBA: Copywriting Cannes Lions · CPD-accredited 12/2024

Creative Thinking Cannes Lions · CPD-accredited 03/2023

Social Media Ogilvy × Cannes Lions · CPD-accredited 02/2023

Digital Marketing Cannes Lions · CPD-accredited 01/2023

LANGUAGES

Spanish	Native
English	B2 (Upper-Intermediate)

TOOLS

Presentation:

PowerPoint, Keynote

Design:

Adobe Photoshop, Illustrator, Firefly

Generative AI:

ChatGPT, Claude, Gemini, Midjourney, Runway