

## PROFESSIONAL PROFILE

Extensively experienced with bilingual copywriting, scriptwriting, brand identity, integrated advertising campaign development, sound and music production. Creator of multi-awarded projects with engaging and persuasive content that speak to a wide diversity of audiences.

## EDUCATION

**Emerson College, Boston, MA** Aug 2002 – May 2005  
Creative Writing Minor

**Berklee College of Music, Boston, MA** Aug 2001 – May 2005  
Film, Scoring and Piano Bachelor of Arts (BA) - Cum Laude

## WORK EXPERIENCE

**ICOM - Lopito, Ileana & Howie, San Juan, PR** Sep 2020 – Sep 2023  
**Senior Copywriter**

- Creative project leadership and bilingual copywriting.
- Oversaw English and Spanish editorial relationships with marketing, broadcast, digital, and sponsorship departments.
- Campaign development and project supervision for bilingual integrated advertising campaigns with clients like MCS Health Insurance and Jose Cuervo Tequila.

**AC & M Group, Charlotte, NC** Jun 2015 – Apr 2020  
**Assoc. Creative Lead**

- Campaign development and project supervision for integrated advertising campaigns for clients like Sherwin Williams, BCBS and New Balance.
- Oversaw English and Spanish editorial relationships with marketing, broadcast, digital, and sponsorship departments.
- Developed and maintained strong relationships with clients and vendors ensuring efficient brief to campaign delivery.

**Carat Ltd, Puerto Rico** Jan 2015 – Dec 2015  
**Senior Copywriter - Arteaga & Arteaga Advertising**

- Campaign development and project supervision for integrated 360 advertising campaigns for clients like 20th Century Fox, The Traffic Safety Commission and Sanofi Diabetes, among others. Content creation and redaction for all media.
- Supervised and edited written and video content for all media .
- Generated story ideas in alignment with targeted audience's preferences.

**BBDO PR, Puerto Rico**  
**Copywriter**

Jan 2012 – Dec 2014

- Content creation and redaction for all media (TV, radio, web, print).
- Develop and write press materials, speeches or presentations.
- Concept development and project coordination of advertising campaigns for clients like: RadioShack, Scotiabank, M&M's, Snickers, GE, Pepsi, Church's, Orbit Gum, Betis Olive Oil and Gatorade.

**Nostrom Moving Images Group, San Juan, Puerto Rico**  
**Music Producer, Director of Audio**

Sep 2009 – 2011

- Music composition and production, as well as sound design for commercial and art projects.
- Supervision of recordings, mastering, and studio maintenance.

**Paradiso Films, San Juan, Puerto Rico**  
**Music Producer and Sound Designer**

Jul 2005 – 2009

- Music composition and production for commercial projects.
- Served as musical director for the locally famed Banco Popular Christmas Special, original compositions were produced for artists around the Island, lyrics based on poetry by Puerto Rican 20th century's Luis Palés Matos.

**Private Music Lessons**

Sep 2001 – Present

- Private courses taught on piano and guitar performance, vocal technique, composition, songwriting and contemporary music production software.

**AWARDS**

- Official Judge for Premios Cúspide 2022
- Radio Mercury Awards
- El ojo de Iberoamérica
- Cannes Lions
- American Advertising Awards
- Premios Cúspide
- National ¡Bravo! Awards Hermes Creative Awards
- AVA Digital Awards
- MARCOM Awards
- Clarion Awards
- DotCOM Awards