

URSULA RODRIGUEZ

CREATIVE DIRECTOR



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📍 Guatemala City

PROFILE

I am a Creative Director with 15+ years experience in advertising agencies, my main background is copywriting. I love words and writing, over the years I have developed expertise directing and coordinating work teams of designers, copy writers, creative directors, producers and production houses. I also have successful experience as key account manager.

SKILLS

- Strategic Planning
- Creative Concept developing and application to all platforms
- Work teams leadership
- Account managing
- Offline and online strategies
- Project management
- Presentation
- People and time management

EXPERIENCE

CREATIVE DIRECTOR

Los Publicistas Guatemala

2017 - Present

- Strategic planning for off line and online campaigns
- Coordination of designers, producers and account executives
- Working and presenting to CMOs and CEOs of important brands both local and global, such as supermarkets, banks, malls, candy and chocolates, feminine care, laboratories, OTC pharmaceutical products, snacks, construction, and diverse consumer product brands.
- In charge of audiovisual production.

KEY ACCOUNT MANAGER

Saatchi & Saatchi Guatemala

2015 - 2017

- Key Account manager for a global mobile company, achieving a 94% client satisfaction monthly average score.
- In charge of the account on and offline executive team
- Strategic planning

CREATIVE DIRECTOR

PUBLICENTRO LOWE CA

2005-2015

- In charge of the creative team of the offline agency
- Creative Direction of the brand activation agency
- Group leader
- Copy writer

EDUCATION

**UNIVERSIDAD RAFAEL
LANDIVAR GUATEMALA**

Communications Bachelors Degree

URSULA RODRIGUEZ

C R E A T I V E D I R E C T O R



AWARDS

- 3 EFFIE AWARDS
- 15+ local and international advertising awards and shortlists

CERTIFICATIONS AND COURSES

Strategic Planning Workshop - Costa Rica
NeuroMarketing - Guatemala
Brand Experience - Guatemala
Regional Creative Workshop Cartagena - Colombia
Global Marketing Day Semrush

