

# sebpallares / art director

sebpallares.com

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## WORK EXPERIENCE

September 2017 - Present

### Freelance Creative

August 2014 - August 2017

#### Art Director / Creative Producer. Turner. Miami, FL

Creating branded content campaigns supporting the Ad Sales LatAm regional team. Ideation from client's RFPs to final execution. Developing high impact presentations for sales communications and network's stunts and roadshows.

July 2011 - July 2014

#### Sr. Art Director Off-Air. Turner. Buenos Aires, Argentina

In house creative working on Off-Air LatAm Regional print campaigns along with the network's marketing teams. Projects from concept to final produced execution. Including branding campaigns, tune in ads, event assets and digital adaptations. Hands on creative with proficiency in Photoshop, Illustrator, InDesign, Keynote and PowerPoint.

Networks: TNT, TBS, Space, WB, truTV, TCM, I.Sat and HTV.

June 2009 - June 2011

### Freelance

Creative at: Adrenalina NYC • DraftFCB Chicago • Dieste Dallas • Furia Buenos Aires

May 2007 - May 2009

#### Creative Director. Furia. Buenos Aires, Argentina

Clients include Nike, VH1, Levi's and Coca-Cola.

July 2005 - April 2007

#### Sr. Art Director. Lápiz. Leo Burnett, Chicago, IL

Developing branding campaigns for Kellogg's, Chase, Brahma, Coca-Cola, Jack Daniels and Wrigley.

June 2002 - June 2005

#### Sr. Art Director. Dieste. Dallas, TX

Working on television and print campaigns for the US Hispanic market. Clients include Gatorade, Frito-Lay, Tropicana, Clorox, JC Penney, GE and Pepsi; some of the campaigns so effective that they were used in the US general market.

January 2000 - January 2002

### Freelance Art Director

Discovery Networks, Pioneer Latin America, Nickelodeon Latin America, AXN Latin America, MTV Latin America, Rolling Stone Magazine Argentina and Big magazine.

## EDUCATION

1999-2001 Miami Ad School, Miami. Art Direction Program.

Workshops at School of Visual Arts, NYC and The Art Institute of Chicago.

## AWARDS

Young Creative Silver Lion in Cannes, France. London International Awards, FIAP, Art Director's Club Annual Awards and PromaxBDA Award winner.

## LANGUAGES

Bilingual Spanish/English