



# DIEGO RUBALCAVA

## CREATIVE DIRECTOR

### PERSONAL INFORMATION

27 years old

Cuajimalpa, Mexico City (relocation available)

E-mail: diegort1995@gmail.com

LinkedIn: Diego Rubalcava Tonasso

### PROFESSIONAL EXPERIENCE:

#### CREATIVE DIRECTOR

*ESTILO DF | 2021-*

- Creative direction and development of campaigns, concepts, and screenwriting for clients of the most important lifestyle magazine in Mexico: Estilo DF.
- Our clients include: BMW, Bimbo, Diageo, Grupo Modelo, Samsung, and Coca Cola.
- Pitching and develop of video, audio and art formats and contents.

#### CONTENT CONSULTANT

*BARRILETE CÓSMICO | 2021-*

- Content consultant and specialist for Club América and Ameshop (Club América's official online store). Development of formats and campaigns, production coordinator, and product delivery supervision.
- Development of concepts and creativity for brands such as: Nike, Caliente Casinos, Grupo Innovasport, among others.
- Follow-up of the creative concepts and all the production process.

#### SCRIPTWRITER AND VOICE-OVER ARTIST

*NBA MEXICO | 2020-2021*

- Scriptwriter and voice-over artist for various sections of NBA Mexico's digital channels specialized in new kids and teens contents.

#### CONTENT DIRECTOR

*HIPERPRODUCCIONES | 2015-2021*

- Content direction of Inés Sainz Gallo's agency, recognized Mexican TV talent, Hiperproducciones.
- Account management, creative development and production coordination for clients such as Pepsi, AT&T, Grupo Hotelero Club Med, Grupo Office Depot, among others.

#### COPYWRITER

*TELEVISA DIGITAL | 2018-2020*

- Script development and creative conceptualization for several Televisa Digital spaces on Snapchat, YouTube, Instagram, among other distribution channels specialized on next-gen content generation.

### REFERENCES:

#### Inés Sainz Gallo

General Director Hiperprodcciones  
senisaga@hotmail.com

#### José Orozco Rojano

Content Lead NBA Mexico  
jorozco@nba.com

### ABSTRACT:

I am a communications professional focused on the creative development of audiovisual products and formats for digital and traditional media specialized in copy-writing and creative concepts design.

### SKILLS AND EXPERTISE:

- Creative content development
- Copywriting and script development
- Production team coordination
- Voice-over

### LANGUAGES

Spanish: Native

English: Advanced (C1)

Italian: Basic

### ACADEMIC BACKGROUND

#### UNIVERSIDAD IBEROAMERICANA CIUDAD DE MÉXICO

*Bachelor's degree in communications with an specialization in advertising (2014-2018)*

- General average: 9.6/10
- Graduated with honors

#### TELEVISIÓN AZTECA

*TV voice-over course (2013)*