

FRANCISCO ROJAS

Sr. Creative Director / Art Director

+1 248 973 4389
franciscorojas@me.com
Lake Forest, California

Profile

Passionate and dedicated professional bringing forth a creative vision to drive brand awareness and achieve business goals.

Insightful and result-driven Creative Director with 20 years of experience in Chile, Latin America and U.S empowering brands to thrive digitally by leading the entire creative process from conception to completion. Strong leader skilled in developing, orchestrating, directing, and mentoring creative teams to accomplish performance goals and meet the specific requirements of clients. Self-motivated, conceptual and ambitious enthusiast adept at integrating an innovative approach to developing ideas, concepts, campaigns and products. Proven success in 360 degree driving excellence experience across traditional media, including print, TV, radio, and mobile platforms, as well as non-traditional media, such a Social Media, Branded Content, Stunt, and PR.

My creative talent has been recognized in international creative competitions including Cannes Lion Festival, Clio Festival, One Show, D&AD, New York Festival, Adstar, LIA, El Ojo de Iberoamerica, El Sol Festival, Fiap and Effie, among others.

Expertise

Photoshop



Illustrator



Indesign



Final Cut



After Effects



Languages

Español
Native



English
Fluent



Present

2020 - 2021

Career Experiences

Creative Director | Manager

at SidLee

Culver City, CA

Supervise and encourage teams to ensure creative output for developing a creative vision for accounts and the entire agency that results in delivering outstanding and work. Develop organized work by following directions that articulate a campaignable idea. Analyze and transform the information provided by strategy teams, clients, and account services into innovative and on-strategy ideas that meet the objectives useful team assistance with a positive attitude.

- Ensured to integrate next-gen innovations and industry trends in the creative work.
- Fostered strong relationships with industry leaders and existing networks to develop a strong team of high-performing talent while promoting a collaborative, mentoring, and learning environment.
- Managed team resources, schedules and estimate hours for assigned tasks and creative develops.

Associate Creative Director | Creative Director

at David&Goliath

El Segundo, CA

Oversaw all creative work in my team and make sure it generates top-notch creative content for our clients. Spearhead the team, working with direct reports including art directors, copywriters, and designers with a good attitude, track their progress, motivate the team, and engenders confidence that the assignment, as well as allocated projects to individual team members. Collaborated with clients, account executives and project managers to ensure all projects are on track.

- Conceptualized, developed, and launched winning and appealing advertising campaigns for clients, like Kia Motors, Jack in the Box, and the California Lottery.



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Personal Skills

Photography



Drone Flying



Travel Booker



My Passions

Traveling

Skiing

Cooking

Biking

Video Gaming

Accomplishments

Obtained the number 3 world-wide on the Best ad of the week - AdForum for Jack in the box.

WARC CREATIVE 100 with Casanova//Mccann 2019

THE DRUM WORLD CREATIVE RANKINGS 2019 for Second Chances

Ranking Crema Argentina 2019 with Casanova//Mccann (USA)

1st Place - Lürzer's Archive CGI AWARDS 2016 for VTR VOD

Lürzer's Archive Magazine 2009

Ranking Crema Argentina 2008 with Unitas RNL Agency (CHILE)



Career Experiences

Associate Creative Director | Creative Director

at McCann Worldgroup

Birmingham, MI
Costa Mesa, CA

Administered the end-to-end creative process in conjunction with internal teams, clients, partner agencies, and vendors promote efficiency and productivity. Maintained positive relationships with other teams, agencies and vendors to keep high standards in our Delivery. Handled multiple projects for businesses ranging from small-scale to high-profile corporate clients, including Metropolitan Water District California, Carl's Jr., Ebay, Covered California, US Bank, Nestlé, California Lottery, Land O Lakes, Especial Team for Pitches at Casanova//McCann, and Aldi, and Shoecarnival in McCann Detroit.

- Honored for being among the WARC Creative 100.
- Achieved a ranking on the Crema Argentina's 2019 list.
- Attracted top talent building and hiring a strong team.

2015 - 2020

Head Of Art

at Grey

Santiago, Chile

Led artistic direction, creative direction and the overarching strategic vision while shaping and steering creative routes with excellent conceptual and problem-solving skill. Handled whole creative teams and numerous partners and vendors, facilitated and managed contractor and agency relationships, while taking the charge of client scheduling and budgeting. Coordinated the execution of new business outreach and efforts.

- Promoted a supportive and learning environment by creating a portfolio of 12 full-time clients and growing personnel from 10 to 25 members (art directors, copywriters and creative directors) who I reviewed and approved their deliverables and proactive ideas maintained a high standard of quality.

2014 - 2015

ACD Latam | Sr. Art Director

at McCann

Santiago, Chile

Took charge of devising creative concepts for both domestic and international advertising campaigns. Fostered direct interactions with clients, account executives, and management. Identified client's goals and Created designs to promote a product and drive brand awareness for clients, such as Fanta and Fanta Regional, Coca-Cola and Coca-Cola Regional, Vital Mineral Water, Coca-Cola Light, Fuze Tea, Sprite, Chilean Government, and national and international Pitches.

2009 - 2014



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Profesional Skills



- Creative Direction
- Advertising & Marketing
- Creative Manager
- Leadership
- Mentoring
- Collaborative
- Problem-solving
- Proactive
- Strategic Leadership
- Client Relations
- Team Work
- Graphic Design
- Creative Strategy
- Project Management
- Brand Awareness
- Strategic Leadership
- Brand Development
- International Experience
- New Business
- Digital Art Management
- Brand Development

2007 - 2009

2003- 2007

2002

Career Experiences

Sr. Art Director

at Unitas (Ruiz Nicoli Lineas)

Santiago, Chile

Managing the Art Direction and the design team in support of major grocery retail of the country (Chile). Worked closely with agency leadership to develop retainer relationship, communicate with client, and grow business. Clients included Jumbo Supermarket and Torres Jewelry.

- Oversaw creative deliverables for multi-million dollar Fortune
- Developed custom campaigns to align with both the client and their customer goals
- Directed the design of campaigns across traditional and digital platforms

Art Director

at Ogilvy

Santiago, Chile

Responsible for the design, art direction and management of all my assigned clients. Managed all aspects of development including design planning, art direction, editorial, lettering, color separations, and press approvals.

- Supervised graphic designers, an retoucher's and support personnel.
- Managed the work of freelance artists, photographer's and outside design services.
- Created and supervised production of printed materials in support of product awareness, brand identity and sales

Internship & Jr. Art Director

at Bread&Butter (J Waltter Thompsom Lab)

Santiago, Chile

Education and Certificates



1998 - 2001

Bachelor of Arts Degree, Advertising and Communication.
Diego Portales University, Chile.

04 / 2004

Art Direction and Lighting Photography
Private Course, Chile

01 / 2006

Food Style & Art Direction Photography
Private Course, Chile & USA

04 / 2018

Creative Excnllece
Boot Camp
McCann Worldgroup, USA

10 / 2021

Inclusive Communication Lab
for Managers

06 / 2022

Manager Boot Camp
Cecilia Gorman, USA



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Awards & Recognitions

EX AWARDS | Silver | Best PR Stunt | 2021
ONE SHOW | Gold | Direct M | Innovation in DM | 2020
ONE SHOW | Gold | Direct M | Non-traditional | 2020
ONE SHOW | Gold | OOH | Innovation in OOH | 2020
ONE SHOW | Silver | Health&Wellness | PR | 2020
ONE SHOW | Silver | Health&Wellness | OOH | 2020
ONE SHOW | Bronze | Experiential | Events / Stunts | 2020
ONE SHOW | Merit | 2020
ONE SHOW | Merit | 2020
ONE SHOW | Merit | 2020
ONE SHOW | Merit | 2020
ONE SHOW | Merit | 2020
ONE SHOW | Merit | 2020
D&AD | Wood | Media | Use of Events & Stunts | 2020
D&AD | Wood | Direct | Direct Response | Ambient | 2020
D&AD | Wood | PR | Low Budget Campaigns | 2020
D&AD | Shortlist | PR | Public Affairs Campaign | 2020
CRESTA AWARDS | Gold | Ambient&Experiential | 2020
CRESTA AWARDS | Gold | Healthcare | 2020
CRESTA AWARDS | Silver | The wish we'd thought | 2020
CRESTA AWARDS | Bronze | Brand Purpose | 2020
CRESTA AWARDS | Shortlist | Sound | 2020
RADIO MERCURY | Spanish Campaign Winner | 2020
NEW YORK FESTIVAL | Silver | AVANT-GARDE | 2020
NEW YORK FESTIVAL | Silver | POSITIVE IMPACT | 2020
NEW YORK FESTIVAL | Silver | BEST USE | 2020
NEW YORK FESTIVAL | Silver | PR BEST USE | 2020
D&AD IMPACT | Shortlist Initiative Health & Wellness | 2019
LONDON | Gold | Ambient NGO | 2019
LONDON | Gold | Ambient PS & Social Awareness | 2019
LONDON | Gold | Non Traditional NGO | 2019
LONDON | Gold | Non Traditional GM | 2019
LONDON | Silver | Non Traditional Direct Marketing | 2019
LONDON | Bronze | Ambient PS & Social Awareness | 2019
LONDON | Bronze | Health&Wellness Camp. RADIO | 2019
LONDON | Shortlist | PS Social Awareness RADIO | 2019
LONDON | Shortlist | Script Writing RADIO | 2019
LONDON | Shortlist | PS Social Awar. Camp. RADIO | 2019
CLIO | Grand Clio | Innovation (H&W) | 2019
CLIO | Grand Clio | Out of Home (H&W) | 2019
CLIO | Grand Clio | Partnership&Collaborations(H&W) | 2019
CLIO | Silver | Direct (H&W) | 2019
CLIO | Silver | Public Relations (H&W) | 2019
CLIO | Bronze | Experiential/Events (H&W) | 2019
CLIO | Silver | Innovation | 2019
CLIO | Silver | Partnership&Collaborations | 2019
CLIO | Bronze | Direct | 2019
EPICA | Gold | Public Relations | 2019
EPICA | Silver | Public Interest | 2019
INMORTAL AWARDS | Shortlist | Social Good | 2019
OJO DE IBEROAMERICA | Grand Prix | Direct | 2019
OJO DE IBEROAMERICA | Gold | Direct | 2019
OJO DE IBEROAMERICA | Gold | Brand Experience | 2019
OJO DE IBEROAMERICA | Gold | Sustainable | 2019
OJO DE IBEROAMERICA | Gold | Media | 2019
OJO DE IBEROAMERICA | Gold | Third Eye | 2019
OJO DE IBEROAMERICA | Silver | Content | 2019
OJO DE IBEROAMERICA | Silver | Media | 2019
OJO DE IBEROAMERICA | Silver | Outdoor | 2019
OJO DE IBEROAMERICA | Bronze | PR | 2019
OJO DE IBEROAMERICA | Bronze | Direct | 2019
OJO DE IBEROAMERICA | Shortlist | PR | 2019
OJO DE IBEROAMERICA | Winner Best US Idea | 2019
OJO DE IBEROAMERICA | Winner Best US Agency | 2019
OJO DE IBEROAMERICA | Winner Best Advertiser US | 2019
JAY CHIAT DAY | Bronze Nonprofit | 2019
ADS Star | Grand Prix Healthcare | 2019
ADS Star | Gold | Case Film | 2019
ADS Star | Gold | Outdoor | 2019
ADS Star | Gold | Promotion | 2019
ADS Star | Gold | Direct | 2019
ADS Star | Silver | Diverse Insight | 2019
ADS Star | Shortlist | Promotion | 2019
ADS Star | Shortlist | Non Branded videos | 2019



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ADS Star | Shortlist | Branded Videos | 2019
CANNES | Gold | PR | 2019
CANNES | Silver | Direct | 2019
CANNES | Silver | Brand Experience | 2019
CANNES | Bronze | Direct | 2019
CANNES | Bronze | Sustainable Development | 2019
CANNES | Shortlist | Health | 2019
CANNES | Shortlist | Media | 2019
CANNES | Shortlist | Media | 2019
RADIO MERCURY | Spanish Campaign Winner | 2017
EL SOL | Finalist | OutDoor | 2017
EL SOL | Finalist | Production | 2017
OJO DE IBEROAMERICA | Grand Prix | 2016
OJO DE IBEROAMERICA | Gold | 2016
OJO DE IBEROAMERICA | Gold | 2016
OJO DE IBEROAMERICA | Silver | 2016
OJO DE IBEROAMERICA | Best local idea (Chile) | 2016
ACHAP (National Awards Chile) | Gold | 2016
ACHAP (National Awards Chile) | Best Graphics | 2016
CANNES | Shortlist OutDoor | 2016
CANNES | Shortlist OutDoor | 2016
CANNES | Shortlist OutDoor | 2016
CANNES | Shortlist OutDoor | 2016
CANNES | Shortlist Print | 2016
CANNES | Shortlist Print | 2016
CANNES | Shortlist Print | 2016
CANNES | Shortlist Print | 2016
CANNES | Bronze | 2015
OJO DE IBEROAMERICA | Shortlist online Tvs | 2015
OJO DE IBEROAMERICA | Shortlist Branded Content | 2015
ACHAP (National Awards Chile) | Gold | 2015
ACHAP (National Awards Chile) | Gold | 2015
ACHAP (National Awards Chile) | Gold | 2015
EFFIE | Gold | 2014
EL SOL | Finalist | 2014
FIAP | Finalist | 2014
FIAP | Finalist | 2014
CANNES | Finalist | 2014
CANNES | Finalist | 2014
ACHAP (National Awards Chile) | Silver | 2014
ACHAP (National Awards Chile) | Bronze | 2014
ACHAP (National Awards Chile) | Gold | 2013
ACHAP (National Awards Chile) | Gold | 2013
ACHAP (National Awards Chile) | Bronze | 2013
ACHAP (National Awards) | Bronze | 2013
IAB | Gold Award | 2013
New York Festivals International | BRONZE | 2010
FIAP | Gold | 2009
ADS Star | Finalist | 2009
CARACOL DE PLATA | Finalist | 2009
EAGLE Awards | Gold Award | 2008
OJO DE IBEROAMERICA | 2008
ACHAP (National Awards Chile) | Silver | 2008
ACHAP(National Awards Chile) | Bronze | 2008
ACHAP (National Awards Chile) | Finalist | 2008
FIAP | Premio Pais | 2008