

# ALVARO RAMOS

## Creative Director/Art Director

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### CRISPIN PORTER + BOGUSKY, Boulder and Miami | January 2012 - Present

I reported to Rob Reilly (CCO), Ralph Watson (CCO), Marcos Medeiros (CCO), André Kassu (CCO), Dave Schiff (ECD), Tom Markham (Digital ECD), Dan Donovan (ECD), Alex Burnard (ECD), Bob Winter (ECD), Gustavo Sarkis (ECD) and now to Tom Adams (ECD).

My partners have been Matt Fischvogt, Berk Wasserman and Jeff Siegel.

During my time here I've been promoted from ACD to CD and led multiple accounts like Coke Zero, Letgo (classified ads mobile app), Vonage (B2B communications company) and Mission 22 (NGO against war veterans' high suicide rates).

#### AWARDS

Bronze Lion at Cannes 2016 for Letgo TV commercial "Cliff." Two other spots from the same campaign were shortlisted.

Merit at One Show 2016 for Letgo TV commercial "Cliff."

Shortlist at Cannes Lions 2016 in Radio Innovation for Mission 22, "Unheard Soldier."

Silver and Bronze at LIR London International Festival for Best Innovation in Radio for Mission 22, "Unheard Soldier."

Gold at New York Festivals 2016 in Radio Innovation for Mission 22, "Unheard Soldier."

Communication Arts 2016 Annual included Letgo TV campaign and Mission 22 radio spot "Unheard Soldier."

Luerzer's Archive issue #4 2016 included Letgo TV campaign.

Gold at 2015 Effie Awards with Kraft Mac & Cheese TV campaign.

### THE VIDAL PARTNERSHIP, New York | September 2007 - December 2011

Worked for Sprint, Cadbury Adams, Rémy Martin and the Ad Council.

Reported to VPs/ECs Javier Fuentes and Mauricio Galván.

During my time there I was promoted from ACD to CD and had two accounts under my watch, Sprint and the Ad Council.

#### AWARDS

Cyber Silver at Wave Festival 2013 for Heineken "Keep it Legendary" digital campaign.

Cyber Silver at El Sol de San Sebastián 2013 for Heineken "Keep it Legendary" digital campaign.

Only Multicultural Agency awarded in 2012 MIXX Awards for the same campaign.

Shortlist at El Sol de San Sebastián 2010 with Dentyne "It's Better from Up-close" print campaign.

Winner of Creative Circle's Not-So-Young-Creatives 2009 Cannes contest.

### LA COMUNIDAD, Miami | November 2006 - September 2007

I worked for Rémy Martin, Best Buy, Subway and Cyloop.com.

My partner was Gustavo Lauría. We reported to José Molla (Owner and ECD).

#### AWARDS

Bronze Lion at Cannes 2008 for Cyloop.com TV commercial "Pants."


Shortlist at Cannes 2008 for the whole Cyloop.com campaign.

Merit Award at 2008 One Show for Cyloop.com TV commercial "Pants."

### FCB TAPSA (Now Y&R), Madrid | September 2005 - November 2006

I worked for Kia, Iberia, Minute Made (Coca Cola Company), TVE, UNICEF, AMENA (mobile carrier), Carlsberg (beer).

My partner was Sergio Sánchez Caballero. We reported to Tomás Ostiglia (CD), Iñaki Bendito (CD) and Julián Zuazo (ECD).



**LEO BURNETT, Lima** | June 2004 – September 2006

I worked for Mitsubishi, El Comercio (newspaper), La Tinka lottery) and Ponle Corazón (NGO for children with cancer). My partner was Flavio Pantigoso. We reported to Juan Carlos Gómez de la Torre (President and ECD).

**AWARDS**

Gold Lion at Cannes 2005 for Ponle Corazón (cancer foundation) TV commercial “Magic.”

Silver Pencil at One Show 2005 for Ponle Corazón (cancer foundation) TV commercial “Magic.”

Gold Clio Awards 2005 for Ponle Corazón (cancer foundation) TV commercial “Magic.”

Shortlist at Cannes 2005 for “Harvard Business Review” TV campaign for El Comercio (newspaper).

Silver Award at El Sol de San Sebastian 2005 for “Harvard Business Review” TV campaign for El Comercio (newspaper).

**CONRAPUNTO BBDO** , Madrid | July 2000 – June 2004

I worked on Daimler-Chrysler, CANAL+, Amnesty International, Smart, DONQ Rum and Warner Parks.

My partners were Gabriel Mahler, Monica Abad and Jon Lavín. I reported to Juan Silva (CD), Joseba Cornejo (CD), Carlos Jorge and Antonio Montero (President and ECD).

**AWARDS**

Bronze Lion at Cannes 2006 for CANAL+ TV campaign “No Advertising Breaks.”

Gold Lion at Cannes 2004 for Amnesty International Outdoor campaign “Candles.”

Silver Lion at Cannes 2004 for Amnesty International print campaign “Candles.”

**180 AMSTERDAM, Amsterdam** | November 2003 – December 2003 (Freelance)

I worked in the Adidas Euro 2004 Soccer Sponsorship project.

My partner was Flavio Pantigoso. We reported to Todd Schultz (CD) and Peter McHugh (ECD).