



# experience

# FS

FERNANDO  
SÁNCHEZ

*I believe in the ideas and  
work well done.  
Only understand the work  
in team.  
Every day I try to enjoy my  
work.*



659 90 60 81



fernix1971@gmail.com



<https://es.linkedin.com/in/fernix>



<http://www.fernix.net>

## **Creative Lead**

**.Tuenti**

[www.tuenti.com](http://www.tuenti.com)

2015 – present

Reporting to the global brand and marketing director.

Main responsibilities:

- Brand Lead (guidelines, corporate brand site, corporate brand book)
- Creative officer for campaigns and marketing initiatives in the marketing department
- Drive a team of 5 people (designers and copywriters) to ensure success in promotional campaign goals, client comms, social media creative pieces and retail materials
- Manage the relationship with agencies and other partners in big campaigns and digital projects
- Manage the relationship with some others departments of the company (tech, product design, sales, ...)
- Create presentations and present it to the company or a managers team
- Create corporate materials and maintain the brand guidelines
- Develop ideas to the promotional campaigns
- Lead the brainstorm in different meetings

## **Creative Director & Co-Founder**

**Cool&Secret (StartUp)**

[www.coolandsecret.com](http://www.coolandsecret.com)

2013 – 2015

Cool&Secret is a quality club made by and for people that enjoy the special places in the city (Madrid and Barcelona).

Products: Web, App and users data base (newsletter).

- Concept, definition and design of the brand.
- Definition of a business plan with other founders.
- Product definition.
- Design of all digital comms.
- UX/UI and design of iOS APP.
- UX/UI and design of website.
- Communication concepts for events / project milestones.

*More than 15 years  
working in the world of  
digital communication,  
design and advertising.*

### **Creative Director**

**Evoluciona (Interactive Agency)**

[www.evoluciona.com](http://www.evoluciona.com)

2007 – 2015

Creative strategy of the agency. Managing and driving the creative team. Recruiting visual and designers for a client teams. New business presentarions.

- Develop all the agency projects, actions and campaigns from the creative point of view.
- Management and coordination of the creative team.
- Definition, concept and presentation of proposal to the clients.
- Monitoring delivery of projects / actions.
- New business development.

*Clients: ACCIONA, Microsoft, RTVE, Johnson&Johnson, BBVA, Ron Barceló, Aldeas Infantiles, BuyVip, FOX.*

### **Creative Director**

**Icon Medialab - LBi (Interactive Agency)**

2006 – 2007

Creativity, strategy and project development for clients. New business.

*Clients: Caser, MultiOpticas, Vega Sicilia, Ferrovial, Marcilla, Hornimans*

### **Interactive Creative Director**

**Wunderman**

2000 – 2006

Chief Creative Officer of the digital area of the agency. Managing creative teams, digital strategy, new business projects and clients. Member of the steering committee.

*Clients: Ford, Telefónica, RepsolYPF, Jaguar, Mazda, Land Rover, J&B, Endesa, Turismo de Andalucía, Iberia Plus, Xerox, Citibank, Gillette, Microsoft, Solred, Novartis, L'oreal, DHL, Adobe, Burger King, Aldeasa, Cruz Roja, Samsung*

# studies

- Degree in Fine Art / Universidad Complutense.
- Presentations course (CESMA) 2004.
- Advance presentations course (CESMA) 2005.
- Team leadership course (SHL) 2003.
- High Performance Teams course (CESMA) 2004.
  
- English.