

ALEJANDRO GARCIA GRANERO



art director

HOSPITAL, 10 BJO EXT D
28012 · MADRID · SPAIN **+34 620 88 70 09**



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ALEJANDRO GARCIA GRANERO
creative supervisor · art director
 SPAIN, 1974
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objective

During almost 10 years working as a graphic designer and art director and to this day, I look around and try to incorporate all those things that I see into an effective message for the man in the street. The market and the society have evolved and so have we. Communication must be seen as the sum of many parts, as something to be developed in different areas in order to obtain an ideal result. It is called 360°. But that's a 2D concept and we should think in 3D, even in 4D. That's what we are supposed to strike for: more efficient ways to communicate with the world as it evolves.

education

1999 Bachelor of Advertising and Public Relations, UCM Madrid.

2000 MFA in Graphic Design. CEDECO.Madrid

work experience

06/08 CREATIVE SUPERVISOR

SHACKLETON DIRECT MADRID Clients: CEPESA, LA CARTE DES VINS, BANCO GALLEGO, CAJAMADRID

Tasks: Conceptualizing and developing **Direct marketing and integrated media campaigns**, supervising art work of the team, presenting concepts and layouts to clients, preparing storyboards or conceptboards for illustrators and/or photographers, coordinating common work with different teams, preparing and supervising layouts for printing...

05/06 SENIOR ART DIRECTOR

WUNDERMAN MADRID Clients: IBERIA, MICROSOFT, DHL, TELEFÓNICA MOVISTAR

Tasks: Conceptualizing and developing **Direct marketing and 360° campaigns**, consulting with supervisors and account managers to discuss strategies or ideas, preparing presentations to clients...

03/05 CREATIVE DIRECTOR

POOL CP Clients: PEPSICO, GILLETTE GROUP, DOMEQ GROUP, JCDECAUX

Tasks: **Manging a 5 people team**, distributing the work and reviewing it, conceptualizing and developing **direct marketing, promotional and 360° campaigns**, hiring and training new staff for the team, meeting with clients to present campaigns or to receive briefings, going to photo shoots and TV filmings...

01/03 ART DIRECTOR

ARS NETWORK

Clients: MOTOROLA, LG ELECTRONICS, DIRECT LINE, FEDEX

Tasks: Conceptualizing and developing **Direct marketing and Ad campaigns**, consulting with supervisors and account managers to discuss strategies or ideas, preparing layouts for printing...

00/01 ART DIRECTOR

AMBITO PUBLICIDAD

Clients: PRICEWATERHOUSE COOPERS Consulting

Tasks: Conceptualizing and developing **Direct marketing campaigns**, consulting with supervisors and account managers to discuss strategies or ideas, preparing layouts for printing...

99/00 ART DIRECTOR

SOLERO & SOLERO

Clients: ÁGUILA AMSTEL, PARQUESUR, SNCF

Tasks: Conceptualizing and developing **Ad and Direct marketing campaigns**.

awards

2008

IMÁN, SPANISH DIRECT MARKETING ASSOCIATION AWARDS

Bronze Award - WinterLovers, Cepsa

DMA INTERNATIONAL ECHO AWARDS

(Undefined yet) Award - WinterLovers, Cepsa

2007

DMA INTERNATIONAL ECHO AWARDS

Gold Award - The Winter Hit, Cepsa

Bronze Award - Xmas Campaign, La Carte des Vins

Leader Award - Anatoly Karpov, Cepsa

Award finalist - Xmas Revisited, Shackleton Group

Award finalist - Good Moments, Good wine, La Carte des Vins

IMÁN, SPANISH DIRECT MARKETING ASSOCIATION AWARDS

Gold Award - La canción del Invierno, Cepsa

Gold Award - Campaña de Navidad, La Carte des Vins

Gold Award - Club DDD, Cepsa

Gold Award - ¿Donde está mi queso?, La Carte des Vins

Gold Award - Anatoly Karpov, Cepsa

EL SOL, IBEROAMERICAN COMMUNICATION FESTIVAL

Sol de Plata - Club D.D.D., Cepsa

Sol de Bronce - La canción del Invierno, Cepsa