

carlosriveroll.com  
carlosriveroll17@gmail.com  
@carlosriveroll  
(480) 321 9510  
linkedin.com/in/carlosriveroll

# Carlos Riveroll

ASSOCIATE CREATIVE DIRECTOR

## SKILLS & EXPERTISE

I've worked for over a decade building cohesive brand stories across channels. I've worked as art director, copywriter (yes, I'm ambidextrous) and creative director at digital, traditional and integrated agencies, as both: freelance consultant and employee. I've done work for General Market and Multicultural markets here in the U.S. and also have international experience. I'm 100% bilingual English/Spanish.

- Creative direction
- Integrated campaigns
- Strategic thinking
- Digital landscape in-depth experience
- Solid presentation skills
- Team management and mentoring
- Strong conceptual thinking
- Work across channels
- Client relationship building
- General & Multicultural market experience
- Bilingual copywriting (English & Spanish)
- Wide range of category experience

## BRANDS I'VE WORKED ON

AT&T, P&G (Gillette, Duracell), Ram Trucks, KFC, Pepsi, State Farm, Radio Shack, Popeyes, Target, TJ Maxx, Marshalls, Southwest Airlines, Hampton Inn, Patrón Tequila, Brown-Forman (El Jimador Tequila), GE Home Appliances, Humana, Mexicana Airlines, Sprint, Frito-Lay, Hormel and others.

## EXPERIENCE



### TMA (The Marketing Arm)

Chicago, IL office (remote) • 10/2021 - Present

#### Associate Creative Director

Clients: State Farm, Advance Auto Parts, PepsiCo, Quaker Oats

- Helped lead and manage a team of 18 creatives
- Co-led Jake From State Farm's social media efforts (TikTok, Instagram, Twitter)
- Helped take Jake from State Farm's TikTok account from zero to 1 million followers
- One Show, AdAge Creativity Awards, Shorty Awards for Jake's TikTok



### CONILL ADVERTISING, GSD&M, HIGH DIVE and others

L.A., CA, Chicago IL, Minneapolis MN & Austin, TX, available nationally • 7/2018 - 10/2021

#### Freelance Creative Director

- Consulted on a per project basis developing creative campaigns and leading new business pitches, directing teams onsite around the country and remotely for both General and Hispanic markets.



GSD&M



### SCOPPECHIO

Louisville, KY • 12/2015 - 6/2018

#### Associate Creative Director

Clients: KFC, El Jimador Tequila (Brown-Forman), Humana, GE Home Appliances.

- Co-led and won El Jimador pitch for both General and Hispanic markets
- Solely responsible for all of KFC's Hispanic Market creative



GSD&M

### RAZORFISH, GSD&M, LATINWORKS (now Third Ear), THE RICHARDS GROUP, and others

Austin & Dallas, TX • 1/2013 - 12/2015

#### Freelance Creative

Clients: Sprint, Pepsi, Target, Radio Shack, Popeyes, Southwest Airlines, Hampton Inn, Marshalls, TJ Maxx, Patrón Spirits, Advance Auto Parts, Ram Trucks, and others.



- Teamed up with Razorfish to launch Patrón Tequila's first digital campaign
- Developed entire creative platform for Popeyes at GSD&M

## EXPERIENCE (CONTINUED)



### DIESTE

Dallas, TX • 6/2010 - 1/2013

#### ACD/Art Director

Clients: AT&T and P&G (Duracell, Gillette).

- Won a Silver at Creativity International Awards with a simple hand-written letter
- Partnered with Creative Director to lead a team of 7 creatives



### RIESTER

Phoenix, AZ • 5/2008 - 6/2010

#### Senior Art Director

Clients: Hormel (Herdez, Del Fuerte, Doña María, La Victoria), Arizona Lottery, Idahoan (instant mashed potatoes), AZ Dept. of Health, Casino Arizona, Monte Carlo Resort and Casino, Mesa Historical Museum, Pacific Power, California Department of Conservation, Wetzel's Pretzels.

- Helped Arizona Lottery climb from 38th to 2nd in the nation for year-over-year sales gains
- Developed anti-tobacco campaign which "made teens 79% less likely to try tobacco" according to a [government evaluation report](#) (scroll to page 3 of the PDF, under "Tobacco Cessation Update")
- Won a ton of Addys



### LEO BURNETT MEXICO (Previously known as Olabuenaga Chemistri)

Mexico City • 2/2004 - 4/2008

#### Senior Art Director

Clients: Mexicana Airlines, Caja Libertad (bank), Soul Citric (alcoholic beverage), Telefónica Movistar (mobile phone network), Angel Soft, Cinépolis (movie theatre chain), FritoLay (Gamesa cookie brand).

- Co-created Mexico's first viral video for a brand reaching 14 million hits with zero media budget
- Had case study about viral video featured in [this marketing book](#) as well as [Ad Age](#)
- Won a Gold Effie for viral video mentioned above
- Won Finalist Award at London International Awards (LIA) for Mexicana TV spot
- Participated in 6 winning pitches in a row, turning the agency into Mexico's hottest shop
- Won Finalist Award at Círculo de Oro (Mexico's foremost ad festival)



### TBWA / CHIAT / DAY L.A., FCB, FCB HEALTHCARE, and a bunch of other smaller shops.

Los Angeles & Orange County CA • 4/2002 - 2/2004

#### Freelance Art Director



- Learned the value of being versatile and flexible since no two shops are alike
- Worked at a variety of shops that ranged widely in size, discipline and emphasis
- Learned to pick my battles really early on

## AWARDS & PUBLICATIONS

- Effie, LIA (London International Awards), One Show, Creativity International Awards, AdAge Creativity Awards, Shorty Awards, Círculo de Oro (Mexico), and tons of Addys.
- Work featured in many publications, books and blogs including: Advertising Age, Adweek, Forbes, [Know Your Meme](#), CMYK, HOW, and just about every major Mexican newspaper among many others.

## EDUCATION



B.A. San Diego State University  
Graphic Design and Journalism