

**Carlos Riveroll**  
**Associate Creative Director**

Portfolio: [www.carlosriveroll.com](http://www.carlosriveroll.com)  
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## **SKILLS AND EXPERTISE**

- Creative Direction
- Integrated Campaigns Across All Media
- Digital and Social Landscape Expertise
- Strategic Vision
- Effective Presentation Skills
- Team Leadership and Mentoring
- Conceptual Thinking
- New Business Pitches
- Client Relationship Cultivation
- Wide Range of Category Experience
- General & Multicultural Market Experience
- Bilingual Copywriting (English & Spanish)

## **EXPERIENCE**

### THE MARKETING ARM

Chicago, IL (Remote: Minneapolis) • 10/2021 - Present

Associate Creative Director

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

- Lead and manage 18 creatives
- Co-lead Jake From State Farm's social media (TikTok, Instagram, Twitter)

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

Minneapolis, MN (Available Nationally) • 7/2018 - 10/2021

Freelance Creative Director

- Develop creative campaigns, new business pitches, and lead teams for General and Hispanic markets

### SCOPPECHIO

Louisville, KY • 12/2015 - 6/2018

Associate Creative Director

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

- Co-led and won El Jimador pitch
- Led Hispanic market creative for all accounts

### RAZORFISH, GSD&M, LATINWORKS, 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, 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

### 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.

## 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
- Had case study about viral video featured in marketing book as well as Ad Age
- Won a Gold Effie for viral video mentioned above

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

Los Angeles & Orange County CA • 4/2002 - 1/2004

Freelance Art Director

## **AWARDS AND PUBLICATIONS**

- Effie
- LIA (London International Awards)
- One Show
- AdAge Creativity Awards
- Creativity International Awards
- Círculo de Oro (Mexico)
- Addys (a ton of these)
- Work Featured in Advertising Age, Adweek, Forbes, Know Your Meme, Wikipedia, and also parodied in SNL.

## **EDUCATION**

B.A. San Diego State University

Graphic Design & Journalism