

German VILLAMARÍN



Multidisciplinary CREATIVE

I am a **versatile creative** with **experience** in different advertising agencies and marketing companies, which gives me a comprehensive and **strategic vision** to each project, I am able to **conceptualize and execute** campaigns in both **offline and digital** environments, my background allows me to develop a holistic perspective on each project.



Creative DIRECTION

Copywriting: Creation of original and strategic content.

Events: Planning and execution of creative and promotional events.

Strategic Actions: Development and implementation of innovative marketing campaigns.

Graphic DESIGN

Art Direction: Supervision of the visual quality and coherence of projects.

Branding: Creation and management of brand identities.

Editorial Design: Design of printed and digital publications.

Web Design: Development of attractive and functional web interfaces.

Digital MARKETING

Multichannel strategies: Planning and execution of strategies in various digital channels.

Social Media: Creation and management of content for social media.

Content and Web Design: Content production and design for websites.

EXPERIENCE

- 23 **DIGITAL DESIGNER**
BTO Digital (Toledo)
- 21 **CREATIVE DIRECTOR**
Distrito Agencia (Madrid)
- 19 **FREELANCE**
Radiografik.com (Toledo)
- 18 **CREATIVE / PRODUCT MANAGER**
Amor de madre, advertising Madrid)
- 16 **DESIGN / S. MEDIA / MARKETING**
El Colmadito Franchises
- 15 **DESIGNER / SOCIAL MEDIA**
Cryosense (Madrid)
- 09 **CREATIVE / DESIGNER**
AD Medios
- 06 **CREATIVE DIRECTOR**
JER Publicidad (Toledo)
- 01 **CREATIVE / GRAPHIC DESIGNER**
Versión Original (Madrid)
- 00 **GRAPHIC DESIGNER**
Aculco (O.N.G.) (Madrid)
- 99 **FREELANCE**
(Bogota - London)
- 98 **COPYWRITER**
Activaciones (Saatchi & Saatchi) (Bogotá)
- 97 **COPYWRITER**
Ponce de León Advertising (Bogotá)
- 95 **HEAD OF CREATIVE TEAM**
Seguros de vida Colmena (Bogotá)

EDUCATION

Master in MANAGEMENT in MARKETING & DIGITAL BUSINESS
Instituto Europeo di Design (Madrid)

ADVERTISING WEB DESIGN
Trazos (Madrid)

Diploma In MARKETING
Politécnico Granacolombiano (Bogotá)

Degree in ADVERTISING
Universidad Jorge Tadeo Lozano (Bogotá)

Strategy



Conceptualization



Team leadership



Execution



Effective communication



ES ENG