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ALFONSO BERMEJO

Creative strategy manager at WTC

ABOUT ME

On / offline and multimedia art director specialized in strategic marketing. More than fifteen years of experience in advertising and communication agencies; managing and carrying out corporate design projects, on / offline campaigns, spots, webs and events among others, from strategy / concept to final development.

Clients: Inditex, Dove, Johnson&Johnson, Burger King, Bankinter, PwC, Decathlon, Telefónica, British Airways, Pfizer, KPMG, Puig, Viacom, Mahou San Miguel...

EDUCATION

IE Business School

Master's Degree in Strategic Marketing and Sales Management



IE Business School

Digital Marketing, Social Media and Analytics: An Omnichannel Strategy



Neoland

UI/UX Design. Research, Implementation and Testing



CICE

Design and Development of Adaptive Web Projects (HTML5, CSS3, jQuery)



CICE

Professional Master in Creation, Direction and Realization of Motion Graphics



Universidad Pontificia de Salamanca

Degree in Advertising and Public Relations



EXPERIENCE

Creative Strategy Manager. Mar 2018 - Current

WTC

Mahou San Miguel, KPMG, LinkedIn, Auchán, Rovi, Mapfre, UFM, Grupo Antolin, Puig, Primark, Hastings School



Creative/ Art Director. Sept 2007 - Mar 2018

TMP Worldwide Spain.

Grupo Inditex, Johnson&Johnson, Banco Sabadell, Bankinter, Ferrovial, PwC, Decathlon, INDRA, CUNEF, Canon, Estrella Dam, Danone, UEM, UEM, UCJC, Kiwoko, Janssen, MSD, Repsol, LinkedIn, Ausonia...



Creative/ Art Director. Jan 2005 - Oct 2007

Edelman

Dove, Nivea, Pfeizer, Hendrik's, British Airways, Iberostar, AbbVie, Abbot...



Creative/ Art Director Jun 2005 - Sept 2007

Lime xl Communication, s.a.

Spanair, LAN, Nivea, Burger King, Fundación Goethe, DaimlerChrysler, American Express, Turismo de España



Communication Assistant. Sept - Dec 2004

Delvico Red Cell

Telefónica, El Corte Inglés, ALD Automotive, Grupo Eulen, Citrix Systems



SKILLS

Online Advertising



Online design programs



Digital Marketing



Offline design programs



Corporate Communications



Video edition and post-po programs



Strategy



3D Programs

