



**ANDRES MOYA RESTREPO**

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Passionate about bringing great ideas to life. Inspired by advertising challenges and gratified by the ongoing success of brands.

Joined Ogilvy and Mather as Creative Director after founding DLB Colombia and after having worked for more than 20 years as Creative Director for Leo Burnett in Colombia, Puerto Rico, Venezuela and México.

Proven track record in delivering industry recognized creative solutions for top multinational companies such as Johnnie Walker, Coca Cola, Philip Morris, Kellogg and Procter and Gamble amongst others.

Excels at creative concept development and at inspiring creative teams. Extensive experience in brand marketing strategy, advertising brand campaign strategy, social media engagement and cross-platform product development.

Creative work rewarded multiple times by internationally recognized organizations such as ANDA, CANNES, CLIO, NY FESTIVAL, CUSPIDE, OJO IBEROAMERICA and FIAP.

- Extensive experience managing large teams of diverse personalities in deadline driven environments, establishing employee career development programming, leading cross-functional team collaboration, and developing industry outreach opportunities.
- Extensive knowledge in nurturing and adapting an existing brand to suit changing circumstances within the company and the industry.
- Proven ability to translate ideas into actionable projects.

## **Experience**

### **General Creative Director at Ogilvy and Mather (Cali, Colombia), 2015-Present**

Clients include: Colombina, Agrícola Himalaya Te Hindú, Deportivo Cali, Ingenio Rio Paila Castilla, Almacenes Sí and Grupo Empresarial Vallecaucano, amongst others.

### **Creative Director and Founder of DLB Group (Bogota, Colombia), 2009–2015**

Clients acquired: Turner (Cartoon Network, CNN en Español, TNT, Space), Audi, Seat, Ducati, Philip Morris, DHL, Education Ministry, Public Libraries, The Agricultural Ministry (Victim Law and Land Restitution).

Awards:

Grand Prix FIP, Ibero American Festival.

18 FIP awards. Received Gold, Silver and Bronze awards.

Print DHL selected in Archive Magazine.

<https://www.luerzersarchive.com/en/magazine/print-detail/dhl-express-colombia-58161.html>

### **Regional Creative Director for Leo Burnett Latin America, (México), 2008-2009**

Regional Creative Director for Procter & Gamble Latin America for the Fabric Care brands.

Clients included: Ace, Rindex, Gain, Tide.

Led the regional creative efforts department in Argentina, Peru, Venezuela, Brazil and Mexico.

### **VP Creative Director Leo Burnett Venezuela, (Caracas, Venezuela), 2004-2008**

Clients included: DIRECTV, CANTV, Procter and Gamble, Farmatodo, UNICEF, Electricidad de Caracas and Laboratorios Vargas amongst others.

### **VP Creative Director Leo Burnett Puerto Rico, (San Juan, Puerto Rico), 2000-2004**

Clients included: Procter & Gamble hispanic market, Nissan, The Special Olympics, Lactam, Marlboro, McDonalds and Kellogg amongst others.

Awards: 22 Cúspide Awards (Advertising Festival of Puerto Rico) Gold, Silver and Bronze awards received.

8 awards (Caribbean Festival Panamá) Gold, Silver and Bronze awards received.

3 FIAP Gold awards (Ibero American Advertising Festival).

Ace P&G, Puerto Ricos hispanic market.

[https://www.youtube.com/watch?v=qgMZ\\_Eeh7uM](https://www.youtube.com/watch?v=qgMZ_Eeh7uM)  
<https://www.youtube.com/watch?v=F5Y5tcFizAM>

Leo Burnett won agency of the year 2003. P&G Fabric Care Awards.  
P&G Fusion Awards - Best spot in People's Choice.

**Copy Writer, Creative Director, VP Creative Director at Leo Burnett, (Bogotá, Colombia) 1992-2000**

Clients included: Kellogg, Postobón, Toyota, Goodyear, Icasa, Nacional de Chocolates, Banco Davivienda, Seguros Bolívar, Johnny Walker and Heinz Ketchup, with which the agency was awarded the second bronze Lion award at the Cannes Festival and the first Gold Lion award in the history of Colombia for its campaign for the Presidency of Colombia.

Awards:

Cóndor, Nova, Grand Prix, Gold, Silver and Bronze awards received.  
Participated in the first Colombian Gold award in Cannes Lions, Public Service Category (2000).

Received bronze award in Cannes Lions, Food category Heinz Ketchup TV "Vaca"  
" <https://www.youtube.com/watch?v=3kUUHUqCrjc>  
Grand Prix Cóndor Awards Gold FIAP Automotive category Toyota TV "Kayak"  
<https://www.youtube.com/watch?v=o15pwBRNDUI>

Won best agency "El Ojo de Iberoamérica" (1998)

**Co-author of two books with Harold Trompetero**

- *Manual del Pirobo*
- *Del Putas*

**Experience as Advertising Awards Juror**

- Ojo de Iberoamérica 2001 - 2015
- Festival Jade Guatemala
- ANDA Awards
- Cúspide Awards in Puerto Rico
- FIAP

**Leo Burnett WW**

- GPC (Global Product Committee) in Sidney
- GPC (Global Product Committee) in Salvador de Bahia.
- GPC (Global Product Committee) in Bangkok.

- GPC in Stockholm.

**Links of Newspapers featured Andres Moya**

<http://www.eltiempo.com/archivo/documento/MAM-1223191>

<http://www.eltiempo.com/archivo/documento/MAM-714483>

Permalink: <http://www.adlatina.com/publicidad/confesiones-de-un-jurado-del-fiap>

**Education and Experience**

Bachelor's degree in Communications & Advertising

1988 Universidad Jorge Tadeo Lozano (Bogotá, Colombia).