

# MIGUEL MARCOS

## Senior Art Director

migomarco.com

MiguelJackMarcos@gmail.com

linkedin.com/in/miguel-marcos

instagram.com/TheAdvertisingKid

+31 6 48 55 55 52

As an Art Director, my profession lies in Advertising and Branding. My intentions are to translate past experiences in Fashion & Beauty, Pharma, Beer, Fast Food, Cars, and Tourism & Hospitality to drive creative breakthroughs across industries. Through my work experience in Dubai, Paris, New York City, and Amsterdam. I am grateful to have been exposed to people from all walks of life. Leading me to creatively communicate stories through different cultures and communities.

## EDUCATION

### The New School: Parsons

#### Bachelor's Degree

Communication Design  
New York City

### Parsons Paris

#### Study Abroad

Art, Media, & Technology  
Paris

### SABIS International School

#### High School

Extracurricular Activities  
Dubai

## SKILLS

### Languages

Fluent English

Fluent Arabic

Intermediate French

Elementary Dutch

### Technical

InDesign, Illustrator,  
Photoshop, After Effects

HTML, CSS, JavaScript

Cinema4D

Sketch

### Hobbies

Film-making

Basketball

Average cook

## RELEVANT WORK

### BSUR Agency

#### Senior Art Director

Creative Agency, July 2022 - Current  
Amsterdam, Netherlands

Led the brand identity of an upcoming mega city in the Kingdom of Saudi Arabia.

Created a, never before done, fluid brand system for cities.

Led the brand identity of a UNESCO heritage site.

Came up with digital ad campaigns for Batavia Stad Fashion Outlet.

Involved in ad campaigns for SpecSavers in the Netherlands and Belgium.

Took lead in concepting for Marley Spoon & Dinnerly.

### Grey Group

#### Art Director

Advertising, Dec 2021 - June 2022

#### Jr Art Director

Advertising, Apr 2020 - Dec 2021  
New York City, USA

#### Modelo Beer & Eli Lilly Pharma:

Led and Ideated concepts for new business and existing clients.

Worked with TV, digital and print.

Involved in multiple 360 campaigns.

Trained and supervised a team of 5 Art Directors.

Directed multiple photo and videoshoots.

### Restoque International

#### Brand Designer

Fashion, June - Dec 2019  
New York City, USA & São Paulo, Brazil

In charge of developing a full-scale brand design for the US market.

Composed all advertising campaigns in VOGUE and Instagram.

Designed the packaging and the entire interior store design.

Coordinated with factories in China and manufacturers in North America.

Managed two brands, Rosa Cha and John John, at the same time.

Took part in multiple photoshoots for both brands.

Managing and creating content for instagram.

### Leo Burnett

#### Art Director Intern

Advertising, Summer 2018  
Dubai, UAE

Developed McDonald's happy-meal family board games for Kuwait.

Designed a GMC in-house presentation for employee motivation

Directly involved in the McDonald's Advertisement for their new fish bites