

# MIGUEL MARCOS

## Senior Art Director

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Creative and detail-oriented Senior Art Director with 6+ years of experience leading the development of innovative campaigns for global brands. Skilled in translating strategic briefs into impactful creative solutions, with a strong portfolio showcasing high-level campaigns. Adept at balancing creative and functional design to elevate brand presence. Passionate about cultivating diverse perspectives and creating work that resonates across cultures and markets.

## SKILLS

### Core Competencies

#### Art Direction & Creative Leadership:

Expertise in conceptualizing & executing 360 campaigns.

#### Design & Aesthetics:

Proficient in creating balanced, visually compelling designs.

#### Client Collaboration:

Proven ability to translate briefs into creative concepts that sells.

#### Team Collaboration & Mentorship:

Experienced in leading creative teams.

#### Technical Skills:

InDesign, Illustrator, Photoshop, After Effects, MidJourney, ChatGPT, HTML, CSS, JavaScript, Sketch

### Languages

Native English

Fluent Arabic

Intermediate Dutch & French

## EDUCATION

### Parsons School of Design

#### Bachelor's Degree

Communication Design  
New York City

Motion concepts

Advertising concepts

Advanced typography

Topics: Branding

### Parsons Paris

#### Study Abroad, Paris

Art, Media, & Technology  
Paris

Information visualisation

Journalism photography

Strategic management

## CURRENT WORK

### BSUR Agency

#### Senior Art Director

Creative Agency, July 2022 - Current  
Amsterdam

Initiated & developed the agency's to a 60% involvement in artificial intelligence.

Awarded new projects from clients at an 80% success rate.

Took 95% lead and built up a long term plan for Hitachi's initiative to rename their brand, mitigating concerns and successfully building up brand confidence among stake holders.

Leading the brand identity of an upcoming \$63.2 billion mega city in the Kingdom of Saudi Arabia, ensuring a cohesive brand representation.

Successfully developed a new product campaign for Oshkosh Airport Products, increasing awareness of their new sustainable American product in the EU market.

Transforming Riyadh City through new creative initiatives, setting it up to be a global hub while maintaining Saudi identity in the modern world as part of MBS's vision 2030.

Developed a winning brand identity of a UNESCO heritage site, preserving its cultural heritage while elevating its global and local recognition.

Developed 360 storytelling ad campaigns in Dutch for Specsavers in the Netherlands and Belgium, heavily contributing to it's rise to the #1 spot for hearing aids nation-wide.

## RELEVANT EXPERIENCE

### Grey Group

#### Art Director

Advertising, Dec 2021 - June 2022

#### Jr Art Director

Advertising, Apr 2020 - Dec 2021  
New York City

Modelo Beer:

Photoshoot, Digital Campaigns, Activations.

Restylane Fillers:

Videoshoot, 360 campaign, Out-of-home advertising, Social Media.

Eli Lilly Pharmaceuticals:

Print advertising, UX/UI, team leading

### BBDO

#### Art Director Intern

Advertising, Summer 2016  
Dubai

Etisalat Telecommunications:

Pattern Design, Creative Advertising.

### Restoque International

#### Brand Designer

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

JohnJohnLAB:

Store design, UX/UI, Packaging Design, Photoshoot, Social Media, Advertising, Branding, VOGUE advertising.

### Leo Burnett

#### Art Director Intern

Advertising, Summer 2018  
Dubai

McDonald's:

Product shoot, Product advertising, Children games design.

GMC:

Brand presentation, Internal employee event.