

# 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. 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

### Parsons Paris

#### Study Abroad, Paris

Art, Media, & Technology  
Paris

## EXPERIENCE

### BSUR Agency

#### Senior Art Director

Creative Agency, July 2022 - Current  
Amsterdam

Initiating, training & developing the agency's involvement in artificial intelligence and was awarded new projects from clients at an 80% success rate.

Managing a team to build a 360 campaign for Hitachi's initiative to introduce their Landcros brand, successfully building up confidence and showcasing their products among stake holders.

Developing digital, social, print, and TVC ad campaigns in Dutch for Specsavers in the Netherlands and Belgium, rise to the #1 spot for hearing aids nation-wide.

Launching the brand identity and strategy of a \$63.2 billion UNESCO mega city in Saudi Arabia, effectively maintaining a cohesive brand representation.

Successfully developing 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 as part of MBS's vision 2030.

### Grey Group

#### Art Director

Advertising, Dec 2021 - June 2022

#### Jr Art Director

Advertising, Apr 2020 - Dec 2021  
New York City

Ideated a creative digital campaign for MODELO beer, outperforming competitors in the Mexican beer market.

Successfully supervised and trained a new team, ensuring collaborative work environment.

Boosted social media presence through digital advertising.

Oversaw fitting and wardrobe selection for a successful campaign photoshoot.

Led ideation of new campaign concepts for Restylane Kysse fillers, boosting courage in a new generation.

Developed digital and print designs for ELI LILLY pharmaceuticals, including B2B concepts and 360 campaigns.

### BBDO

#### Art Director Intern

Advertising, Summer 2016  
Dubai

Etisalat Telecommunications pattern design and creative advertising.

### Restoque International

#### Brand Designer

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

Led the full-scale brand design of Brazilian denim in the US market, overseeing advertising in VOGUE and Instagram, and creating a brand new store design in LA.

Created E-commerce assets and content creation for social media.

Developed a new UX/UI design increasing online sales.

Designed, ordered, and manufactured packaging, while also taking charge of product shots.

### Leo Burnett

#### Art Director Intern

Advertising, Summer 2018  
Dubai

McDonald's Product shoot, advertising, and children games design.

GMC:

Brand presentation, Internal employee event.