

## **MARCOS VÁZQUEZ**

- Art Direction / Strategy / Project Management / Social Media / Programming.

Art Director with 11 years' experience in advertising, events production, digital environments and Social Media. I love to think conceptually, I enjoy the process of the descent of ideas seeking always to achieve an innovative and technological approach.

Expert in Social Media and Social Communication, I handle a community on twitter about football with more than 35.000 followers, Winner of the project Kronos and Kairos of the design program Comenius, exhibition in the AAAD of Prague (Academy of Arts, Architecture and Design) with the presence of international means. Qualified with the top score in the final year project, MyWonderland Xacobeo 2010, a wikiguide for 3g mobile fed with Yahoo, Google and SSMM (Twitter and Facebook)

To achieve a good creative strategy, it is necessary to have a wide knowledge of the way in which people interact with the information in every support. The creation and the management of quality contents arises as a new differential indispensable value for today's companies.

## **STUDIES**

### **MA Interactive Design Communication - University of the Arts (London)**

#### **London College of Communications 2013-2014**

I studied interactive systems, experiential communication, art-oriented technological development, and the philosophy of interaction.

My thesis was about adapting Richard Bartle's game theory for MMORGS (multiplayer platforms) on social platforms. Gamification and User Experience. I did two interactive design exhibits in London at NURSERY GALLERY (Elephant & Castle), one was an installation with Processing + Leap + Kinect and the other was installation in which I created a home ReacTable (<https://www.youtube.com/Watch?v=xdcEJFHId1I>) with arduino for a cafeteria. A table that allowed you to interact through the liquids in the cups. In addition I worked with Intel in a project (Development of Future Cities) where I wrote a couple of articles on the impact of technology on the everyday processes of cities. I also developed a software, Co2by (<https://vimeo.com/99908148>) that read the barcodes of Tesco invoices and made an assessment of the impact of the ecological footprint of your purchase. The animal, Coby reacted on your purchases and gave you tips to reduce CO2 consumption.

Final mark: B

### **MASTER Integrated Advertising Management - Master Tapsa**

#### **Antonio Nebrija University 2010-2011**

I studied creative planning and strategy, business development, media planning. My final project was the 2012 campaign for GoITV, within a real framework of creative agency, with a real brief, we

developed the campaign "Football fever" that received the best grade of the master (9.5) having as jury the Director of Marketing of GoITV. A video-morphing of mine was chosen to present the gala of Awards Touched by the Advertising.

Final mark: 9

### **MASTER Script, Character Creation and Creative Language**

**University Camilo José Cela 2009-2010**

I wrote novel, screenplay, advertisement scripts, theatre ... I have been a lover of reading and writing since I was a child. At age 13, I won the first prize in Short Stories of the Community of Madrid and published my story since I have felt a strong vocation for communication and language.

### **Degree in Design**

**NABA (Nouva Accademia di Belle Arti) MILANO (2008-2009)**

I organized in the month of Design in Milan with the collective Fuori Salone where we made a series of performances and design exhibitions where I presented my project "Le vere armi per África", a collection of objects that wanted to emphasize the true weapons that are needed in Africa. (A bullet belt with manley waxes, an artichoke pomegranate, a shotgun with medicine boxes, a life-saving condom, a decoration with a euro ...) displayed at the COX 18 in Milan.

I specialized in "history of cinema".

Final mark: 28/30 (with two LODES or honorable mentions)

**ESD (Escuela Superior de Diseño) Madrid (2005-2008)**

Special Mention in the contest of design of the Day of the Woman by an action in the traffic lights of Madrid where I changed the icons of the signals by feminine icons. Winner of the Kronos and Kairos competition of the European program Comenius, exhibition at the AAAD (Accademy of the Arst, Architecture and Design) in Prague, with the presence of international media representing Spanish Design.

Nominated by Art 10 in the Select J of Index Book 2009 (Barcelona), compilation book of digital Spanish design, for my work end of degree MyWonderland Xacobeo, an augmented reality wikiguide through apis of Yahoo, Facebook and Twitter, qualified with the top score 10/10

Final mark: 8.7 / 10

## **COMPETENCES / EXPERIENCE**

I have worked for 11 years in advertising agencies: Mainly in iMille as Creative Lead (2 & half years) Social Noise, (3 years and a half) and Serviceplan Spain (2 years) and in other agencies and communication studios like Fullsix, Bluecell or Lata Latina as Digital Art Director, also as Brand Guardian and Senior Design Manager in Club La Santa (Lanzarote), in addition I have been Social Media Strategist for several projects (Hermosa Juventud, only Spanish film nominated in Cannes 2014) (Club Mate Spain, German energy drink) (CIAN, Mental Rehabilitation Center) .

I have experience in:

- Development of creative proposals
- Audiovisual presentations
- Project Management
- Web development
- Online Marketing
- SEM/SEO
- Social Campaigns (Facebook, Twitter, Snapchat, Vine ...)
- Web and Mobile Apps
- Innovation and Digital Design
- Conceptualization
- Copy Writting
- Processing
- Arduino
- New Business

## **LANGUAGES**

Native Spanish

English (7.5 IELTS. Professional Capacity.)

Italian (Professional Capacity)

French (Reading, Writing and Oral Compression, Basic Ability)

## **BRANDS I WORKED WITH**

Drinks: San Miguel, Mahou, Tanqueray, Four Roses, Campari, Pepsi, Kas, Amstel

Sport: Nike Football Spain, Nike Football Portugal, Decathlon, IRONMAN

Fashion: Diesel, Desigual, Jack and Jones

Movies: Beautiful Youth, OpenAir, CineMad

Telephony: Movistar, Vodafone, Samsung

Motor: Opel

Energy: Enel, A2A

Betting: Bwin, William Hill

Personal Branding: Pau Gasol

Others: Ausonia, Verti, Mapfre, Reunited Parks, Ochoa Rapid, DGT