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 Paloma Rodriguez

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My name is Paloma, 'dove' in English.  
No, I can't fly, but I'm the best at falling down and getting back up.

I am a trilingual ninja perturbed by the question-why.  
Still haven't found the answer, but found out I'd make a horrible civil engineer.  
Since then, I've been in the business of pop culture engineering,  
at least that's what my pink diploma certifies.

Boredom is my arch nemesis, it's lead me to create my own handmade jewelry,  
or even night stands as an outlet of creative exploration. Its also lead me to  
bankruptcy, but that's another story. A virtue and weakness-what can I say, I'm  
a strategic perfectionist.

## EXPERIENCE

**Freelance Creative Art Director**  
2024  
Branding, Conceptualization, Social  
Media & Shooting  
art direction

**\*Findasense, Madrid.**  
Nov 2018/ Dic 2023  
Art Director  
Social Media, phygital campaigns for  
Lenovo, Bankia, 100 Montaditos, Ron  
Matusalem, Pacharán Zoco, Ramón  
Bilbao & Tetra Pak. - Achievements:  
Bronze, El Ojo de Iberoamérica, WINA  
and large pitches.

**\*Fullsix (Havas), Madrid.**  
Feb 2017/ Jul 2018  
Junior Art Director  
Social Media, phygital campaigns,  
packaging and events for Fox, Visa,  
Sunbites, Kas, LG & Milka.

**Agudos & Crónicos, Madrid.**  
Oct 2016/ Feb 2016  
Junior Art Director  
Social Media, phygital campaigns  
exclusively for Joma Sports.

**\*JWT, New York.**  
Jul / Sep 2016  
Art Director Intern  
Social Media, phygital campaigns and  
innovation ideas for Schick,  
Häagen-Dazs,  
Special K.

**\*ALMA DDB, Miami.**  
Mar / Jun 2016  
Art Director Intern  
Phygital campaigns, innovation and  
awarded ideas and concepts for  
McDonalds, Clorox,  
State Farm, Netflix.

**\*McCann, Madrid.**  
Jan / Mar 2016  
Art Director Intern  
Phygital campaigns, innovation and  
awarded ideas and concepts for  
Ecoembes, ColorADD  
and Schweppes.

**\*Famous, Mumbai.**  
Oct / Dec 2015  
Art Director Intern  
Miller Beer, Titan,  
Raymond, Zivame

## RECOGNITIONS

**EL OJO DE IBEROAMÉRICA**  
Bronze, Creative Data  
2020

**JCDECAUX YOUNG TALENT**  
Violence is not education  
2015

**YOUNG GLORY FINALIST**  
Life of a Refugee  
2015

Featured in:  
**Marketing Directo, Domestika, IPMark,  
ControlPublicidad, Ads of the World,  
Reason Why, Buena Publicidad,  
DirConfidencial, etc.**

## EDUCATION

**MIAMI AD SCHOOL**  
Madrid, Mumbai, Miami, New York  
Art Direction Portfolio Program  
2014 - 2016

**UNIVERSITY OF NORTH FLORIDA, USA**  
Exchange Program  
Jan / May 2013

**UNIVERSIDAD DE ALICANTE, Spain.**  
Graduate Diploma in Advertising & PR  
2010 / 2014

## SOFTWARE

Photoshop, Illustrator, InDesign, Premiere,  
After Effects, Chat GPT, Midjourney

## SKILLS

Photography, Social Media, Artificial Intelligence,  
Motion Graphics, Conceptualization, Creative  
direction, Art Direction, Photo Retouching,  
Infographics, Packaging, Branding, Photography,  
Video Editing, Social Media, Branded content,  
Drawing.

## LANGUAGES

Spanish, English, Valenciano &  
some Italian (Boyfriend approved).

*\*Recommendation letter  
upon request.*