



Macarena Z

- Creative Director on regional and national accounts
- Manager of Creative Team
- Generator of Ideas for over 20 years
- Graduated with a BFA in Advertising Design at Syracuse University
- Fully Bi-Cultural and Bilingual: English and Spanish

Experience

1998- Present: Associate Creative Director, GrupoUno, Miami, FL.

Create strategic marketing materials as well as Promotional/POP materials. Some clients: AOC, Canon, Imation, Nokia, Johnson & Johnson, UPS and TotalBank.

1997: Associate Creative Director, Sanchez & Levitan, Miami, FL.

Created strategic marketing campaigns as well as P.R. materials. Some clients: Marshalls, Bellsouth, TJMaxx and Chivas Regal.

1996-1997: Freelancer. Created Strategic marketing materials.

Some agencies/clients: Ogilvy & Mather, Royal Caribbean Cruise Lines, Tower Advertising Group, Sanchez & Levitan, IAC, South Beach Creative Group, Young and Rubicam, GREY Santo Domingo

Some accounts: Jazzy (Sangria), Campolac (milk brand), Johnny Walker Black Label, Portofino Group (real estate) and Texaco.

1991-1996: Creative Director & President, Start Advertising, Costa Mesa, CA.

Created and produced strategic marketing campaigns as well as PR materials, brochures and events. Some accounts: CalTrans (CA Dept of Transportation.), Nat'l Bank of So. CA., BNB USA, Fidelity Federal Bank, OCTA (Orange County Transportation Authority) and Susan G. Komen Breast Cancer Foundation.

1990-1991: Creative Director. Ad Rendon, Newport Beach, CA.

Created campaigns, as well as, PR materials. Some accounts: Caltrans, Kraft General Foods, Carl's Jr., Philip Morris Companies, Inc., Lever Brothers and VIVA Supermarkets.

1985-1990: Senior Art Director and Broadcast/Print Producer The Bravo Group, The Hispanic market division of Young and Rubicam, NY. Head of the Broadcast and Print Production Department for the U.S. Army account. Some accounts: Advil, Certs, Mazola Corn Oil, Listerine, Kentucky Fried Chicken, TWA, Roloids and the U.S. Postal Service.

1984: Art Director. Matte y Mendez (Saatchi and Saatchi/Compton), Santiago, Chile.

Some accounts: Parque Arauco (shopping mall), Pamela Adams (cosmetics) and Palmolive.

1983: Art Director. Grey Advertising, Santiago, Chile.

Some accounts: Tang, Texaco, ALMAC (Supermarket chain), Farmacias Ahumada (pharmacy chain).

Awards:

1998 Addy Awards: Silver Addy- Print

1995 NY Visual Club Awards: Award of Excellence- Print

1991 Orange County Ad Awards: Foreign Language winner- Broadcast

1990 Se Habla Español Awards: Award of Excellence- Print, Award of Distinction- Print Campaign

1989 Clio Awards: Finalist- Television