

DIEGO CHUECOS

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PROFESSIONAL PROFILE

I'm an award-winning bilingual creative with +6 years of working in marketing and advertising in both brands and agencies. I have experience as a creative copywriter for digital and traditional channels, writing short and long-format copy for social media, websites, TV, radio, and out-of-home for B2C and B2B clients.

- Collaboration and creativity in multidisciplinary teams.
- Fluent English and Native Spanish
- Advanced skills in storytelling, public speaking, fast learning, and leadership.
- Expertise in ideation and conceptualization.
- Sustainability and ESG.
- System Thinking.
- Emotional intelligence.
- Advanced analytical and problem-solving skills.
- Ability to work independently and self-directed.

WORK EXPERIENCE

CREATIVE COPYWRITER

VML MIAMI

April 2024 – Present

Miami, FL

- As a Copywriter at VML Miami, I craft compelling and engaging copy and generate concepts for different brands including Wendy's, Colgate and Sherwin-William. My role involves developing creative campaigns that resonate with our Hispanic audience in English and Spanish. In addition, I have actively participated in pitches for new business opportunities. I pride myself on my proactive approach, regularly presenting innovative ideas with award-winning potential.

CREATIVE COPYWRITER

DDB COLOMBIA

October 2021 – February 2023

Bogotá, Colombia

- As a creative copywriter at DDB, I aim to breathe life into ideas with impactful words, collaborating with esteemed brands such as Claro Colombia and Avianca. From bold concepts to persuasive copies, my role involved crafting content that captured attention and drove tangible results for our clients. During my tenure at DDB, I collaborated closely with multidisciplinary teams to ensure excellence in every project, from concept development to final execution. My work received praise and recognition from various creative directors thanks to my dedication and ability to generate innovative ideas.

SR. COPYWRITER

MULLENLOWE MASS

May 2021 – October 2021

Bogotá, Colombia

- As a Senior Copywriter at MullenLowe MASS, I worked for renowned brands such as Hawaiian Tropic, Schick, Banana Boat, and BullDog. My role involved generating concepts and digital content that resonated with our target audience, generating impactful and tangible results for our clients.

CREATIVE COPYWRITER

TEAM REMOTO AGENCY

November 2020 – May 2021

Remote

- As a Creative Copywriter at Team Remoto Agency, I oversaw a team of seven content creators tasked with producing creative materials for our affiliated brands and clients, such as Bancolombia, Hyundai, and Maickel

Melamed. I led the team's creativity and ensured the quality and coherence of the generated content. I worked closely with them, providing guidance and support to enhance their creativity and meet the objectives set by the company. Thanks to this, we maintained a consistent production of high-quality content that contributed to the success of our campaigns and the strengthening of the brands we represented.

MARKETING MANAGER

November 2019 – November 2020

EAG - ESCUELA DE ARTE GASTRONOMICO

Buenos Aires, Argentina

- In this role, I spearheaded the development and execution of comprehensive communication strategies, playing a pivotal role in enhancing brand visibility and engagement. I led the development and execution of strategic communication plans, optimizing user experience through targeted initiatives, and directed end-to-end content creation, including scriptwriting for videos, editing, and brand content creation.

EDUCATION

Creative Megamachine Program, 2023. The Audacious School of Astonishing Pursuits.

Diploma in Advertising Copywriting. Escuela Superior de Creativos Publicitarios. Argentina.

Postgraduate degree in Brand Design and Management. Universidad de Buenos Aires. Argentina.

Bachelor's degree in Industrial Design. Universidad de Los Andes. Venezuela.

Courses: Sustainability | Film direction | Screenwriting | Comedy writing | Film art direction | Oratory | Photography | Creative writing | Organizational leadership

Awards: x1 Gold Clio Sports students 2023 | x2 Silver Clio Sports students 2023 | x1 Bronze Clio Sports students 2023 | x1 Bronze FIAP student 2023 | x1 Shortlist Clio Sports Student 2023 | x1 Shortlist Clio Emerging Creative Awards 2023 | x1 Shortlist Ojo de Iberoamérica New Talents 2022