

# Alvaro Ramos

Group Creative Director

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MAY 2026

## MRM / McCann / Omnicom / Oct 2022 - Apr 2026 / Global Group Creative Director

Reporting to Félix del Valle (CCO). I've been responsible for the creative product of about half of the global accounts in the agency: Starbucks at Home, Solgar (supplements), WiZ (smart lighting) and Philips (Luminaires). I also oversaw Mastercard for Spain and Portugal. Since I got to MRM McCann, I led three new business pitches and won two of them: Vitaliv and Solgar. Involved in the process of making the creative brief, working closely with the planning team on the strategic thinking and managed 10 creatives from very different places: Spain, Argentina, South Africa and USA.

### AWARDS

Gold and Silver at Eurobest with Mastercard's Anniversary campaign "Priceless Diagrams"

## 14 DDB, Barcelona / Jan 2018 - Nov 2021 / Global Creative Director

Reporting to Amir Kassaei (CCO), Ben Priest (CCO) and Toby Talbot (CCO). I oversaw the work of six creative teams across multiple projects. Creative directed the launch campaign of the new CUPRA Ateca in 2018. Also creative directed the launch of the new SEAT Ibiza Beats in 2018, the new SEAT Leon in 2020, new SEAT Arona and Ibiza in 2021 and SEAT MÓ (electric mobility solutions) in 2021. I developed creative strategies closely with CSO Ant Warne and Sr. strategic planner Sonia Fleury. I was also in charge of the always-on social content for about 2 years. Under my watch, a SEAT video surpassed 10 million views on Instagram, a record for the brand. During my time overseeing SEAT social media assets, the overall engagement levels grew by 40% across Europe.

### AWARDS

Silver at CdeC 2019 with CUPRA launch campaign "Create Your Own Path"  
Silver at El Ojo de Iberoamérica with CUPRA Ateca launch campaign "Create Your Own Path"  
Shortlist at CdeC 2019 with CUPRA Ateca product video  
Shortlist at CdeC 2021 with SEAT Arona launch campaign "Get Carried Away"  
Shortlist at CdeC 2021 with SEAT Arona launch campaign "Get Carried Away"  
Bronze at El Ojo de Iberoamérica with SEAT Arona launch campaign "Get Carried Away"

## CRISPIN PORTER + BOGUSKY, Boulder and Miami / Jan 2012 - Dec 2017 / Creative Director

Reporting to Rob Reilly (CCO) and ECDs Dan Donovan, Alex Burnard "Burnie", Bob Winter, Gustavo and Sarkis. At CP+B I was promoted from ACD to Creative Director, won two pitches (Fruit of the Loom and Vonage), led multiple accounts such as Coke Zero, Letgo (second-hand selling app), Vonage (B2B tech communications company), Mission22 (non-profit organization preventing veterans suicide), Nissan/Infiniti and Metlife. I was also involved in the creation and launch of a new product: Papa's Pilar, a rum brand inspired by Ernest Hemingway.

### AWARDS

Bronze Lion at Cannes 2017 with Letgo Online Video launch campaign "It's Time to Letgo"  
Shortlist in Radio Innovation at Cannes 2017 with Mission 22 awareness campaign "Unheard Soldier"  
Merit at One Show 2016 for Letgo Online Video "Cliff"  
Shortlist at Cannes Lions 2016 in Radio Innovation for Mission 22, "Unheard Soldier"  
Silver and Bronze at LIR London Intl. Festival for Best Innovation in Radio with "Unheard Soldier"  
Gold at New York Festivals 2016 in Radio Innovation for Mission 22, "Unheard Soldier"  
Communication Arts 2016 Annual included Letgo OLV campaign and Mission 22 "Unheard Soldier"  
Luerzer's Archive issue #4 2016 included Letgo TV campaign  
Gold at 2015 Effie Awards with Kraft Mac & Cheese TV campaign  
Mercury Award with Letgo Radio "Guitar" and "Sound Machine"

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# Resume

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## **THE VIDAL PARTNERSHIP, New York / Sep 2007 – Dec 2011 / Creative Director**

Reporting to VPs/ECDs Javier Fuentes and Mauricio Galván. Worked for Sprint, Dentyne (Cadbury Adams), Rémy Martin and the Ad Council. Promoted from ACD to CD.

### **AWARDS**

Cyber Silver at Wave Festival 2013 for Heineken “Keep it Legendary” digital campaign  
Cyber Silver at El Sol de San Sebastián 2013 for Heineken “Keep it Legendary” digital campaign  
Only Multicultural Agency of the year in 2012 MIXX Awards for the same campaign  
Shortlist at El Sol de San Sebastián 2010 with Dentyne “It’s better from up-close” print campaign  
Winner of Creative Circle’s Not-So-Young-Creatives 2009 Cannes contest

## **THE COMMUNITY, Miami / Nov 2006 – Sep 2007 / Sr. Art Director**

Reporting to José Molla (CCO). I worked for Rémy Martin, Best Buy, Subway and Cyloop.com. My partner was Gustavo Lauría

### **AWARDS**

Bronze Lion at Cannes 2008 for Cyloop.com TV commercial “Pants”  
Shortlist at Cannes 2008 for the whole Cyloop.com campaign  
Merit Award at 2008 One Show for Cyloop.com TV commercial “Pants”

## **TAPSA Y&R, Madrid / Sep 2005 – Nov 2006 / Sr Art Director**

Reporting to CDs Tomás Ostiglia, Iñaki Bendito and Julián Zuazo (CCO)  
I worked for Iberia, Minute Made (Coca Cola Company), TVE, UNICEF, AMENA (mobile carrier), Carlsberg (beer) and KIA Motors. My partner was Sergio Sánchez Caballero.

## **LEO BURNETT, Lima / Jun 2004 – Sep 2006 / Head of Art**

Reporting to Juan Carlos Gómez de la Torre (President and CCO). I worked for BCP (Banco de Crédito de Perú), El Comercio (newspaper), La Tinka lottery) and Ponle Corazón (NGO for children with cancer) and Mitsubishi. My partner was CD Flavio Pantigoso.

### **AWARDS**

Gold Lion at Cannes 2005 with Funding campaign “Magia” for Pónle Corazón  
Gold in Clio Awards 2005 with “Magia” for Ponle Corazón  
Silver Pencil at One Show 2005 with t“Magia” for Ponle Corazón

## **CONTRAPUNTO BBDO , Madrid / Jul 2000 – Jun 2004 / Sr Art Director**

Reporting to CDs Juan Silva, Joseba Cornejo, Carlos Jorge and Antonio Montero (CCO.) Worked for CANAL+, Barclays Bank, Amnesty International, DonQ Rum, Metro de Madrid, Warner Parks and Daimler-Chrysler (Mercedes A Class, Smart, Chrysler Car Dealers). My partners were Gabriel Mahler, Monica Abad and Jon Lavín.

### **AWARDS**

Bronze Lion at Cannes 2006 for CANAL+ TV campaign “No Advertising Breaks”  
Gold Lion at Cannes 2004 for Amnesty International Outdoor campaign “Candles”  
Silver Lion at Cannes 2004 for Amnesty International print campaign “Candles”  
Shortlist at El Sol de San Sebastián with Kaliber Sin beer with “Bebe a bordo” guerrilla campaign  
Shortlist at CdeC with DonQ launch Print campaign with “El ron más famoso. En Puerto Rico”  
Bronze at FIAP 2003 with CANAL+’s Real Madrid Centenary print ads “Zamora” and “Santillana”  
Bronze at FIAP 2003 with CANAL+’s congratulation print for teams returning to 1st division “Túnel”  
Shortlist at CdeC 2002 with the same ad