

Guigo Sánchez

Creative Director

Based in Austin, TX
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www.guigosanchez.com

Loves → Family, music, ideas, translations, strategy, business, Latinx, art, psychology, video production, audio production, digital things, memes, gifs, storytelling, finances, parenting, jingles and giggles.

Did → **THIRD EAR (formerly LatinWorks)**

CD

NOV 2015 - STILL

Wrote many manifestos. Presented shamelessly. Learned retail and social. Tried to be a good mentor. Pitched a lot. Happy clients and happy team. Helped rebrand the agency. Wrote a lot of company philosophy gooey stuff.

Brands: Target, Domino's Pizza, Texas Lottery, Cerveza Presidente, Indeed, Buen Camino, PRxPR, Tecate (retail), Visit Austin, Google, M&Ms, Beech-Nut, Pedigree, Lay's, Hennessy.

ACD

JUN 2014 - NOV 2015

Appeared on a TV show (PBS) presenting concepts to my client. Learned how to pitch pharma. Worked on Target's first campaign made just for the Hispanic audience. Dipped my toes in general market advertising, selling juices. Learned how to make a mean Tennessee Mule.

Brands: Target, Jamba Juice, Kimberly-Clark Enterprise (Huggies, Kleenex, Scott), Genentech Biotech Corp, Jack Daniel's Whiskey,

CW

JAN 2008 - JUN 2014

Wrote a lot of radio and video. Won some awards. Did a month-long Creative exchange with Scholz & Friends, in Berlin. Filmed commercials in Los Angeles, Mexico City, Uruguay, Chile, and Denmark... for the Hispanic audience. Did a condom demo radio spot. Pitched a lot.

Brands: H-E-B, Texas Lottery, Dominos Pizza, Burger King, Bud Light, Budweiser, Dewar's Whiskey, Tequila Cazadores, Manzanita Sol, Pepsi, Kleenex, Huggies, Jack Daniel's, Trojan Condoms, Cine Las Américas Film Festival, Starburst, Lowe's Home Improvement, Berliner Philharmonic Orchestra, Lange & Söhne.

INTERN

MAY 2007 - DEC 2007

Entered an Art Director, left a Copywriter. Wrote radios. Wrote headlines that went on train posters and t-shirts. Helped win a big car client. Mounted paper on foam boards. Inhaled a lot of spray glue.

Brands: Bud Light, Batanga, NetSpend, Hyundai, U.S. Cellular, H-E-B

Learned → BS'd psychology in the University of Puerto Rico. Mastered advertising in UT Austin. Got a taste of UX in AC4D. Learned how to think like an entrepreneurial CD in VCU, and how to speak better at Texas State Theater School of Acting. Also, played in a few bands.

Won → Student & pro Addy's / FIAP / Cannes (Shortlist) / WAVE Brasil