



ALBERTO LIZARALDE

CREATIVE DIRECTOR & COPYWRITER FOR DISNEY, PIXAR AND MARVEL • MADRID, SPAIN • +34 646 25 58 80

◦ DETAILS ◦

Madrid
Spain
+34 646 25 58 80
hi@albertolizaralde.com

Date of birth
1979

◦ SKILLS ◦

Creative direction
Scriptwriting
Advertising
Filming
Trans-media Storytelling
Creative Strategy
Digital Marketing
Online advertising
Integrated Marketing
Photography
Social Media
Brand Development
Multiplatform content
Video editing

◦ LANGUAGES ◦

Spanish

English

◦ LINKS ◦

[Personal portfolio](#)

[Linkedin](#)

• PROFILE

I'm a Creative Director and copywriter. I have over 19 years of experience working with leading national and international brands, helping to increase their sales and improve their commercial, image, and reputation objectives. I work for brands in the advertising and marketing sectors and content creation. I think, conceptualise, and design creative advertising and communication campaigns to connect brands with people.

I also worked as a film critic and directed two short films and some cultural live events.

★ CLIENTS

Walt Disney, Disney+, Pixar Animation Studios, Marvel Studios, Los40, El País, Prisa, Peugeot, Mercedes-Benz, Smart, Ford, Chrysler, Dodge, Jeep, Peugeot, Reckitt Benckiser, Unilever, Procter & Gamble, 3M, Milka, Toys R' us, Gillette, International Amnesty, Barclays Bank, Santander Bank, Canal+, Iberdrola, etc.

• EMPLOYMENT HISTORY

Creative director & copywriter for Disney, Pixar and Marvel Studios at Havas
September 2014 — Present

I supervise a creative team that develops integrated online and offline advertising campaigns. I have also been part of a team specialising in new business and special projects.

My work consists of the following:

- Management of creative teams
- Conceptualization of creative ideas
- Production of integrated advertising campaigns
- Supervision of commercial shoots
- Generation of brand strategies
- Scriptwriting
- Transmedia projects
- Creative direction of social media strategies
- Creation and development of communication plans
- New business

Creative director and copywriter at Ogilvy & Mather
June 2011 — September 2014

I led a creative team that developed advertising and creative projects nationally and internationally.

I focused on the creative direction of integrated campaigns and non-conventional advertising projects. We combined traditional advertising media with artistic and experimental installations, digital and interactive media, and social networks.

Creative Supervisor and copywriter at Contrapunto / BBDO
February 2005 — June 2011

Creative and copywriter at Scholz & Friends
March 2003 — February 2005

- **Photographer and visual artist**
January 2000 — Present
- **Film critic at Estella Digital**
February 2000 — March 2003
- **Online and social media coordinator & Teacher at BlankPaper Photography School**
June 2010 — February 2013

🎓 EDUCATION

- **University Degree - Advertising, applied communication and Public Relations,**
Complutense University
- **Scriptwriting for film and television, Creatives Club of Spain**

★ ONLINE PORTFOLIO

- You can check out my portfolio with some audiovisual pieces, as well as my photographic projects, on my website: <http://www.albertolizaralde.com/>