



# Francisco Sánchez

Creative Director

I am a creative director with a strong background in art direction, having over 20 years of experience in the advertising and marketing industry. From web to featured films, I've done it all and then some, having won awards and many friends along the way.

## CONTACT



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www.efcos.me



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## EDUCATION



2008

### BFA, Computer Animation

Miami International University of Art and Design.  
Miami, FL

2002

### Technical, Graphic Design

UNAPEC  
Sto. Dgo. Dominican Rep.

## AWARDS



Cannes: 5 Shortlists

Clio: 1 Silver, 1 Bronze

WAVE: 3 Gold, 3 Silver, 1 shortlist

New York Festival: 2 Shortlists

FIAP: 1Gold, 3 bronze, 1 silver

Sol: 1 bronze, 1 silver, 1 finalist

USH: 2nd idea of the year, 1 BOS

Caribe: 1 Gold, 4 Silver, 2 Bronze

ADC: 1 Bronze, 1 merit, 2 shortlists

El Ojo: 1 gold, 1 silver, 1 bronze

LIA: 1 shortlist

The One Show: 4 shortlists

ADDY: 4 BOS, 10 Gold, 2 Silver

W3 awards: 1 gold, 1 silver

Billboard: 1 Best of Digital/Social,  
1 best of Innovative use of music.

## SKILLS



Photoshop, Illustrator, inDesign,  
After Effects, Premiere, XD, Maya,  
GSuite, MS Office, Keynote.

## CAPABILITIES

Creative Leadership · Project Management · Team Coaching & Mentorship · Pitch and RFP presentation · Creative Integration

## WORK EXPERIENCE



2022  
ACTUAL

### Creative Director

Rescue Agency  
San Diego, CA

Ideating and leading creative teams in developing 360 campaigns across various verticals such as substance abuse, education, mental health, and home care.

2016  
2021

### Creative Director

Zubi Advertising  
Coral Gables, FL

Ideated, and led various 360 brand campaigns for Ford, Chase, Lincoln, Walgreens, Dunkin, Rodilla and Temptations.

- Served as the digital and social creative head of the agency.
- My work was consistently recognized with awards.
- Led and won several new business pitches for the agency.

2014  
2015

### Assoc. Creative Director

Lopez Negrete Communications  
Houston, TX

Ideated, and led various 360 brand campaigns for Walmart, Verizon, Kraft, RBFF, Chrysler, and Jeep.

- Consistently produced award-winning work.
- Led and won a new business pitch for the agency.

2011  
2014

### Digital Producer/Art Director

Alma  
Coconut Grove, FL

Concepted and created various 360 brand campaigns for McDonald's, State Farm, The Clorox Company, Tobacco Free Florida, and Cricket Wireless.

- Successfully produced award-winning work.
- Achieved a 40% Increase in agency's profits through digital production.