

Natacha Cano (she/her)

In-house Creative Direction

www.natachacano.com / [LinkedIn](#)

London / ncroura@gmail.com / UK VISA ✓

Professional summary

+50 times awarded Global Creative Manager with a solid track record developing creative strategies for relevant brands among different markets and industries. I have wide experience in both creative agencies and tech companies. My journey has equipped me with a combination of a data-driven mindset and strong creative and managerial skills to successfully reach business goals while building purpose-led brands.

Key skills

- Creative Vision & Strategy
- Leadership & team management
- Problem-solving mindset
- Adaptability & innovation
- Cross-functional collaboration
- Calendar and budget management

Relevant experience

Global Creative Manager at **Wallapop** / (2020 - current)

Wallapop is the leading Spanish second-hand tech app with 19 million users + 99% brand awareness. Also present in South Europe.

Key responsibilities:

- Own the global creative direction & strategy guaranteeing best-in-class creative work (brand & performance campaigns, product marketing, activations, in-app experiences, partnerships, etc)
- Brand identity definition and guardian to secure brand consistency between markets.
- Set up the in-house creative team from scratch: fundamentals, vision and strategic role within the company. Up to 9 members (project managers, copywriters and brand designers)
- Team management: structure, OKRs, resource allocation & optimization, annual calendar, budget, etc.
- External partner management (agencies, creative freelancers, production companies, etc)

Key achievements:

- Since 2021, Wallapop has been considered 1 of the 20 most creative brands in Spain + Number 1 improved brand in Spain - YouGov "best brand ranking 2024"
- International expansion creative strategy: reaching 2.5 million downloads in Italy in 1 year (most downloaded second hand app) + surpassing awareness goal with our launch campaign.
- Top performing team: delivering more than 400 campaigns/year + running the 2 most viral brand activations in Wallapop history, developed in-house. (171PR Hits - 77% Tier 1 including TV)

Creative Supervisor at **VML** / **Movistar+** / (2019 - 2020)

Movistar+ is the leading Spanish VOD platform (series, sports, films, etc)

Key responsibilities:

- Lead Movistar+ series creative strategy in all the channels and touchpoints (social, digital, web, influencers, PR activations, events, POS, flagship store, etc)
- Supervise end to end campaigns ideation and execution securing creative excellence and a high cross-area collaboration to meet the goals (account directors, legal, strategy, social media, etc)
- Team management: copywriters, art directors and external partners.
- Client relations, presentation & feedback management.

Creative Supervisor at Wysiwyg/ Publicis / (2010 - 2019)

(2010 - 2012 Digital Copywriter / 2012 - 2015 Digital Senior copywriter / 2016 -2019 Creative supervisor)

Key responsibilities:

- Own the creative strategy & ideation of clients such as Samsung, Movistar, BMW motorrad, OpenBank, L'Oréal, etc.
- Team management: 8 profiles + external partners.
- Client relations, presentation & feedback management

Founder and creative director at Natachines / (2015 - 2023)

Natachines is my entrepreneurial fashion brand to bring summer everywhere through a colorful & crafted shoes proposal.

Key responsibilities:

- Set up the business goals, vision, annual budget, etc.
- Brand strategy definition and implementation.
- Campaigns ideation and execution in all the channels (social media, influencers, CRM, paid digital, partnerships, web, POS, etc)
- Supervise and coordinate external partners (designers, photographers, developers, film directors, etc)

Education

- Advertising and Public Relations / Universidad de Navarra (Spain)
- Integrated communication management / Hogeschool Van Utrecht (Holland)

Languages

- Spanish (Native / bilingual)
- English (Professional proficiency)