

Juan Tomás Sánchez

Salamanca, 1985



Education

2008 - 2010

Art Direction
Miami Ad School

2003 - 2008

Advertising and PR
Universidad Pontificia
de Salamanca

Contact info

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Experience +12 years



Telemadrid
Video editor

2024 - now

- Daily edition of video reports and news stories
- Management and coordination of the technical team
- Concept, scripting, editing and production of 'baits'



Freelance
Brand creator

2019 - 2023

- Integral brand creation: market research, naming, positioning, strategies, visual identity, marketing, corporate communication, social media content, etc.



eldiario.es
Graphic designer

2016 - 2017

- Redesign of logotype, cover and sections of the newspaper
- Maps, infographics and contextual images design
- User experience optimization



McCann
Digital creative

2013 - 2016

- Idea, creation, development and design of 360° campaigns: Facebook apps, microsites, Google ads, newsletters...
- Clients: Coca-Cola, Ikea, Campofrío, Renfe, Movistar



Grey Spain
Art director

2011 - 2013






- Digital adaptation of offline advertising campaigns
- Artefinalist for movie posters and press packs
- Clients: Samsung, Loterías, Domino's, Sony, FedEx

Skills

Character

Creative Resolute
Proactive Easygoing
Adaptive Emphatic




Tools

 Photoshop  Hive
 Illustrator  Keynote
 Premiere  Gemini

Interests

Social media Events
Mass media Branding
Pop culture AI

Languages

 Native Spanish
 Advanced English
 Informal Italian