

## ↗ Profile

## +Info

Creative Director with 15+ years of experience leading advertising, marketing, and branding projects at both global and national scales across entertainment, retail, sports, automotive, and food and beverage industries. Accomplished at driving engagement and brand reputation through innovative campaigns. Exceptional art director with a keen eye for design and craft. Adept at inspiring and guiding creative teams to achieve high-quality results. Strong client partner who believes in the power of collaborative work.

christiansilva.work  
www.linkedin.com/in/christiansilvat  
Dual citizenship: USA / Peru

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## ↗ Areas of Expertise

- Creative Management
  - Team Leadership
  - Branding Campaigns
  - Conceptual Thinking
  - Innovation Development
  - Pro-active Approach
  - Strategic Partnerships
  - Global Advertising
  - Design Craft
  - Brand Identity
  - Video Editing
  - Adobe Creative Suite
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## ↗ Work Experience

### **Observatory (Now Crispin)** — Creative Director (2022 - 2024)

- Spearheaded creative campaigns and activations for brands including Netflix, MilkPEP, 19 Crimes, Halo Top, Old Navy, and MLB; contributed to Observatory receiving recognition as Fast Company's Most Innovative Company in 2022.
- Oversaw the production of a five-part series that aired on Roku for MilkPEP, highlighting sustainability practices as well as the intricacies of modern farming to generate brand awareness.
- Collaborated with Netflix and Doritos for a joint promotional campaign for Stranger Things Season 4, creating a pioneering online concert featuring artists from the period of the show.
- Launched several campaigns for 19 Crimes, including partnering with Snoop Dogg for the Cali Gold launch, shooting a commercial and creating innovative activations.
- Led innovative creative campaigns for Halo Top, achieving great results for the brand and highly exceeding KPIs expectations.
- Participated in business development efforts, contributing to pitches and projects that won new business with Target and Old Navy; generating successful results.

### **Deutsch LA** — Associate Creative Director (2020 - 2022)

- Created the integrated Nacho Fries: Fry Force campaign featuring an anime film trailer produced by Japanese studio Yapiko Animation. Making Taco Bell's debut at the premiere of the 2021 Tokyo Olympics, turning it into the most engaging Nacho Fries campaign ever made.
- Proactively initiated the creation of NFTacoBell, a collection of NFTs that was sold out within 30 minutes of launch; making Taco Bell the first major brand to introduce an NFT campaign.
- Created a unique short-film based on a real-life story from a Reddit user, working with the Reddit community to entirely produce an epic animated adventure.
- Supported Deutsch LA's rise to inclusion on the AdAge A-List number four spot in 2021.

### **Phenomenon** — Associate Creative Director (2018 - 2020)

- Spearheaded a campaign for DC Comics focusing on pride, Women's Equality Day, and more to promote the launch of the DC Universe streaming platform.
- Oversaw the creative execution of advertising, branding, and marketing campaigns for Warner Bros, HBO, DC Comics, Naked Juice and PetSmart.

## **Innocean USA** — Senior Art Director (2017 - 2018)

- Produced a campaign for a global partnership between Marvel and Hyundai to promote the Ant-Man and the Wasp featuring three of Hyundai's latest vehicles.
- Proactively initiated a campaign for Hyundai, SmartPark, an online platform exclusively for Hyundai drivers that assisted with finding parking and created a community across 10M Hyundai owners.
- Produced a campaign for Kia to promote the launch of the Stinger GT in 2017, establishing Stinger as an iconic performance vehicle and receiving industry recognition.

## **Conill Saatchi & Saatchi** — Senior Art Director (2017)

- Oversaw the execution of creative concepts and initiatives for Toyota and ampm to generate engagement and drive brand awareness.

## **Carne Prime Advertising (Grey Peru)** — Senior Art Director (2015 - 2016)

- Managed the execution of projects encompassing marketing, advertising, and branding for DirecTV, Scotiabank, UPC, and Mazda.

## **McCann Worldgroup Peru** — Senior Art Director (2013 - 2015)

- Led creative projects for clients such as Entel, Save the Children, Domund, UNCP, and the Coca-Cola Company (including their 11 brands/products in 5 different countries throughout Latin America).
- Created an innovative virtual experience for UNCP that transmitted an understanding of how blind people read through a post in Braille.
- Developed an integrated mobile activation for Save the Children that promoted a campaign against child abuse.

## **Y&R Peru** — Art Director (2011 - 2013)

- Worked on creative deliverables for clients including Movistar, Toyota, Cristal, Maestro Home Center, Oechsle, and more.

## **DDB Peru** — Trainee / Jr. Art Director (2009 - 2011)

- Performed design and creative work for clients including Movistar, Johnson & Johnson, Phillips, Banco Falabella, Suzuki, Primax, Rimac Seguros, and Honda.
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## ➤ Awards

D&AD – 1 Wood Pencil  
Clio Awards – 1 GP, 1 Silver, 1 Bronze, 1 Shortlist  
London International Awards – 1 Gold, 1 Silver, 1 Shortlist  
Cannes Lions – 11 Shortlists, 1 Bronze Young Lion  
Webby Awards – 5 Webby's  
The Drum Awards – 1 GP + Brand of the Year, 2 Gold  
One Show – 2 Merit  
ADC – 6 Shortlists  
Facebook Awards – 2 Bronze  
New York Festivals – 4 Shortlists  
Effie Awards – 2 Gold, 2 Silver, 1 Shortlist  
ADDY – 1 Gold, 11 Silver  
El Ojo de Iberoamerica – 1 Gold, 2 Silver, 4 Bronze  
El Sol de Bilbao – 1 Bronze, 5 Shortlists  
FIAP – 1 Silver, 2 Shortlists

## ➤ Education / Training

**Associate of Arts (AA), Graphic Design:**  
Toulouse Lautrec

Creative Process – HORT Berlin,  
Workshop by Eike Koning

Solutions Through Creativity – SID LEE Canada,  
Workshop by Helene Godin

International Design Conference:  
TMDG Argentina