**NICOLAS PEREZ GODOY**

Chicago, IL • nicolas.perezg@outlook.com • (773) 603-9445

Portfolio: <http://nperez.cargo.site> • LinkedIn: [linkedin.com/in/nicollapse/](https://www.linkedin.com/in/nicollapse/)

Authorized to work in the U.S. without sponsorship.

**PROFESSIONAL SUMMARY**

Bilingual Associate Creative Director (English/Spanish) from Chile with 15 years of international experience in Chile, Colombia and the US, working across markets in Latin America, the Caribbean, and US (Hispanic and General) for a diverse range of clients. These include The Coca-Cola Company, Pepsico, Kentucky Fried Chicken, Burger King, Kia Motors, Huawei Mobile, Volvo Cars, Molson Coors, Chicago Cubs, Indiana Pacers, Starbucks, Tootsie, USA Today, and Huggies, among others. I’ve produced creative campaigns implemented in over 30 countries and have been awarded and recognized with more than 100 awards during my career at various international festivals. Some of the most significant milestones of my career are:

* Winning an Emmy after my first year working in Chicago.
* Winning the Chicago Addy’s People Choice Award for two years in a row.
* Winning at Cannes Lions for three consecutive years since 2017, becoming the first Chilean awarded in the Social & Influencer category.
* Winning the first-ever Grand Prix at the London International Awards for Colombia and Ecuador.
* Being recognized by Creativepool as the 4th best copywriter worldwide (years 2018-2020)
* Achieving three Grand Prix awards in radio at the ACHAP local awards, a first for any Chilean creative.

I know that ‘You’re only as good as your last idea’, so I’m always looking for the next big project to create groundbreaking work.

**EXPERIENCE**

**Leo Burnett | Chicago, IL Jan 2025 - May 2025**

*Associate Creative Director / Copywriter*

* Lead creative projects for prominent brands, including Tillamook, Huggies, Pull-Ups, Pepperidge Farm, Qdoba and Walgreens.
* Contributed to the agency’s success in securing the Starbucks at Home new business pitch within my first month through impactful creative proposals.

**Schaffer Condon Carter | Chicago, IL** **Mar 2022 – Jan 2025**

*Associate Creative Director / Copywriter*

* Led the development of integrated campaigns and high-level creative concepts for a diverse portfolio of clients, including the Chicago Cubs, Indiana Pacers, USA Today, Casey’s General Store, Angostura Bitters, Dawn Professional, Dynatrace, Old National Bank, Broken Shed Vodka, and GUM.
* Played a key role in business development by crafting compelling creative proposals that contributed to successful new business wins with Lowe's Pro, Ortega Foods, and the U.S. Highbush Blueberry Council.
* Earned industry recognition with several accolades, including the Chicago Addy’s People’s Choice Award for two years in a row and an Emmy Award for the launch campaign of the Chicago-based NGO, Humanly.

**BERLÍN SCL | Santiago, Chile Feb 2021 – Mar 2022**

*Executive Creative Director / Copywriter*

* Led the creative department at BERLÍN, a newly launched branding and production company within IPG.
* Oversaw creative direction and strategy for major brands, including Movistar, Energy Fitness Clubs, the Chilean Government, UNICEF, Statkraft, and Antofagasta Minerals.
* Directed cross-functional teams to develop impactful campaigns that resonated with local and international audiences, earning recognition from Lürzer’s Archive (Best Print of the Week), Clio Awards, The One Show and Ad Stars Korea.
* Secured 8 successful pitches for the Chilean Government, resulting in over $1M in new business.

**Wolf BCPP | Santiago, Chile Jul 2018 – Feb 2021**

*Creative Director / Copywriter*

* Managed a 10-person team overseeing high-profile accounts and contributing to new business pitches that secured clients including Burger King, Molson Coors, Melt Pizzas, Uber/Uber Eats, and Lollapalooza Chile.
* Delivered award-winning campaigns featured in *Adweek*, *Advertising Age*, and *Design Taxi*, resulting in 2 Cannes Lions and multiple awards at the London International Awards, The One Show, and Clio.

**Raya | Santiago, Chile** **Sep 2017 – Jul 2018**

*Creative Director / Copywriter*

* Built and led a 16-person team dedicated to the integrated creativity for Huawei Mobile including traditional, digital, social, influencer and trade channels.
* Launched one of the brand’s most successful content campaigns, reaching over 12 million views and securing a spot in the annual Top 3 YouTube Leaderboard Ads.

**Findasense | Bogotá, Colombia****Jan 2017 – Sep 2017**

*Associate Creative Director / Copywriter*

* Contributed to Coca-Cola’s regional creative initiatives, enhancing brand campaigns for Coca-Cola, Fanta, Sprite, Quattro, Powerade, Minute Maid, among others, across Central America and the Caribbean.
* Played a key role in achieving Findasense’s first Cannes Lions shortlist in under six months of being hired.
* Secured the first-ever Grand Prix at the London International Awards in the history of Colombia and Ecuador.

**Ogilvy | Bogotá, Colombia 2014 - 2017**

*Senior Copywriter*

* Led campaigns for Kentucky Fried Chicken LATAM (33 countries) and Kia Motors (participating in local campaigns and regional LATAM pitches).
* Recognized as the best creative of Ogilvy Colombia, reaching 1st place in the Annual Heart Ranking.
* Played a key role in helping the agency earn ‘Best Agency of Ibero-America’ at El Ojo Festival, with 10 awards contributing to the final ranking.

**Lowe Porta | Santiago, Chile** **2009 – 2014**

*Copywriter*

* Developed creative campaigns for major national brands including CCU (PepsiCo), TVN, and the Chilean Government.
* Became the youngest copywriter to win the ACHAP Radio Grand Prix for two consecutive years and represented the agency as a Cannes Lions delegate in 2013.
* Contributed to a 20% growth in my creative group’s portfolio of accounts by proactively proposing and helping clients develop new sub-brands and line extensions, including Pop for Bilz & Pap and Escudo Negra (Stout) for CCU.

**EDUCATION**

**Universidad Diego Portales |** *BA in Advertising & Creativity*

**ACHIEVEMENTS**

* **Emmy Awards:** 1 Emmy.
* **Cannes Lions:** 1 Silver, 4 Bronze, 5 Shortlist.
* **London International Awards:** 1 Grand Prix, 1 Gold, 2 Silver.
* **Clio Awards:** 1 Silver, 1 Shortlist.
* **The One Show:** 3 Finalists.
* **Young Lions Competitions:** Cyber Finalist Chicago.
* **Chicago ADDYs:** 2 People’s Choice Award, 1 Silver.
* **PHNX Adforum:** 2 Gold, 1 Silver, 4 Bronze.
* **WINA:** 1 Gold, 4 Silver, 1 Bronze.
* **Wave Festival:** 1 Gold, 3 Shortlist.
* **El Ojo de Iberoamérica:** 1 Gold, 3 Silver, 4 Bronze.
* **FIAP:** 1 Silver, 1 Bronze.
* **El Sol:** 3 Shortlist.
* **El Dorado:** 1 Bronze.
* **Korea Ad Stars:** 3 Gold, 3 Bronze, 3 Crystal.
* **EFFIE:** 2 Gold, 2 Silver.
* **Lürzer’s Archive:** Selected 6 times / Selected as Best Print of the Week.
* **ChileDiseño:** 1 Winner, 1 Merit.
* **ACHAP:** 6 Grand Prix, 12 Gold, 12 Silver, 21 Bronze.

**JURY EXPERIENCE**

I have been requested to use my creative expertise to judge the work of my colleagues on the following occasions:

* **Young Lions Competition by Cannes Lions** - Chile / 2019
* **WhiteSquare (Creative festival held in Belarus)** - Eastern Europe / 2020
* **Ad Stars Korea** - Global / 2021
* **ACHAP (Chilean Advertising Agencies Association)** - Chile / 2022
* **FIAP (Ibero-American Festival of Creativity)** - Global / 2022
* **Chicago Portfolio School** – Chicago / 2022