

# LUIS AGUILERA

LUISAGUILERA.COM  
DEFITHENORM.COM

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Creative Director with extensive experience in developing successful advertising campaigns for global brands. Proficient in all aspects of creating campaigns, including conceiving, client presentations, execution, and post-production. Skilled in leading creative teams across multiple disciplines and projects, including design, art direction, and client presentations. Proven track record of increasing and expanding business through proactive pitching and acquiring new clients.

## CAREER

### R/GA New York

Freelance Creative Director (2022-Current)

Developed Global; social campaigns for Samsung

### Media Arts Lab

Associate Creative Director (2022-2022)

Created Award winning Social Campaigns for Apple TV+ shows and Movies and Apple Fitness+

### R/GA New York

Creative Director 2018-22

- Developed disruptive social campaigns for US & global clients including Verizon, Instagram, Facebook, and Ally Bank
- Successfully increased and expanded business by proactively pitching new out-of-scope projects
- Responsible for numerous new business pitches while also acquiring new clients for the agency
- Led creative teams across multiple disciplines and projects including design, art direction, and client presentations

### Alma DDB

Associate Creative Director (2008-2012)

- Spearheaded advertising campaigns that expanded across traditional, digital, and social platforms including two of the most awarded campaigns in the history of the agency
- Successfully increased and expanded business
- Responsible for numerous new business pitches while also acquiring new clients for the agency
- Supervised, managed, and mentored a team of junior talent and interns

### Miami Ad School

Instructor (2012-Current)

Taught classes of 20+ students of varying skill levels basic and advanced illustration tools  
Developed curriculum and facilitated projects  
Supported students in the development of presentation skills through various multi-tiered assignments  
Provided feedback and grading based on overall willingness to learn and improve

## EDUCATION

Florida Atlantic University.

2007-2008

BFA in Graphic Design

Art Institute of Ft. Lauderdale.

2004-2006

Associate Degree in Animation

## AWARDS

Gold Cannes Lion PR  
Gold Cannes Lion Direct  
Silver Cannes Lion Promo & Activation  
Silver Cannes Lion Promo & Activation  
Silver Cannes Lion Promo & Activation  
Silver Cannes Lion Media  
Bronze Cannes Lion Entertainment  
Bronze Cannes Lion Direct  
Bronze Cannes Lion Cyber  
Bronze Cannes Lion Cyber  
National Addy's Best of Show  
One Show Pencil Silver in Social Media  
Gold Best of Discipline Pencil - OOH  
Gold Out of Home - Craft  
Gold Out of Home - Billboards & Transit / Series  
Silver One Show Pencil in Film  
Silver One Show Pencil Community Building  
Silver One Show Pencil Short Campaign  
Bronze One Show Pencil Branded Post  
Bronze Epica Awards Online Campaign  
Shortlist Cannes Lions Outdoor  
Gold Epica Awards Outdoor  
Webby, Media & PR Best Use of Earned Media 2023  
People's Voice Winner Best Viral PR Campaign 2023