

# CLARA CALVO - SOTELO

CREATIVE DIRECTOR/ART

CLARACALVOSOTELO.COM



## ABOUT ME

I'm a Creative Director with an Art Direction background. My expertise spans across traditional campaigns, social, experiential, and editorials.

I've built an international career; Madrid, Beijing, Vancouver, Paris, Miami, and NYC; where I've been working for the last 10 years.

Aside from my work with big agencies, I also founded a NY-based design studio called whytecanvas.com.

I'm also capable of working across cultural and inclusive markets. I'm bilingual and familiar with the Latinx market.

Let's explore what we can accomplish together.



## CONTACT

### MOBILE

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### WEBSITE

www.claracalvosotelo.com

### LINKEDIN

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## SKILLS

### DESIGN

ADOBE SUITE

CONCEPTING

WRITING

LEADERSHIP

PRESENTING

SPANISH



## CLIENTS

### AUTOMOTIVE

Ford  
Jaguar  
Hyundai  
Volkswagen

### SPORTS

NBA  
NFL  
Indy Car

### BEAUTY

Dove  
Sephora  
Hydrosilk  
Killian Paris  
Clarins

### FOOD & BERVERAGE

Coca-Cola  
Pepsi & co  
Mars  
Espolon Tequila  
VDKA 6100

### TRAVEL

Delta  
Waldorf Astoria  
Conrad Hotels  
Whyndam Rewards  
Airbnb

### NETWORK

Verizon  
T-Mobile  
Univision

### FINANCE

Amex  
Chase  
Visa



## EXPERIENCE

### freelance

ASSOCIATIVE  
CREATIVE DIRECTOR

Digitas , NY  
Superfly, NY

Zubi, Miami  
Third Ear, Austin

SENIOR  
ART DIRECTOR

DDBO, NY  
Strawberryfrog, NYC

Edelman, NY

CREATIVE DIRECTOR

OpenIgloo, NY  
The Norm, Paris

Hogwash, NY

### full-time

HEAD OF ARTS

GRUPO MYT. MEXICO CITY

2019-2020

I was brought to Mexico to lead the art and marketing department of a big restaurant group. I built an internal in-house agency from scratch, I was responsible of hiring the team and creating a work-flow for marketing campaigns. I was also in charge of the creative direction of the new restaurants as well as producing the launch events for the new brands.

ART DIRECTOR

MOMENTUM WW. NYC

2015-2019

I was on the Verizon and Amex team. We were in charge of creating activations around important events such Super Bowl, NBA finals and Coachella. I was the creative behind Verizon's content videos for their new mobile devices

PEOPLE IDEAS & CULTURE.NYC

2012-2015

I worked on a wide range of different brands and tasks, from traditional advertising (Tv, print, ooh) to web design and branding.

JUNIOR  
ART DIRECTOR

Y&R. NY

2012

DIGITAS LBI

2012

DM MEDIA. BEIJING

2011



## EDUCATION

MASTER IN ART DIRECTION

Miami Ad School. NYC. Class 2012

BACHERLOR IN MASS MEDIA  
COMMUNICATIONS

San Pablo CEU. Madrid. Class 2010

DESIGN THINKING COURSE

IDEO U 2023

JOURNALIST SUMMER WORKSHOP

Global Village. Vancouver. Summer 2009