ANA GONZALEZ

CREATIVE DIRECTOR

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ABOUT

Hi! I have been doing this advertising and design thing for over 20 years. I have won awards, can speak two languages (English and Spanish), and can bring out the best in those that work alongside me. My superpower is my positive attitude and fostering a creative, enriching culture amongst creatives. I believe that the best work comes out from the best strategies and an open mind. Let's work together!

SKILLS + EXPERTISE

Creative Concepts • Client Relationships • Art Direction • Creative Vision • Talent Management • Broadcast • Strategic Thinking
Brand Development • Adobe Creative Suite • Social Media Story Telling • Photographic Vision • Positive Attitude

EXPERIENCE

Virtue Worldwide - the creative agency of VICE | New York, NY | 2021 - 2022
CREATIVE DIRECTOR
[CLIENTS: HBO MAX • Planned Parenthood • P&G • Coca-Cola • HBO Docs]

Redline Media Group | Dania Beach, FL | 2019 - 2021
ASSOCIATE CREATIVE DIRECTOR
[CLIENTS: Hard Rock International • Guitar Hotel • Hard Rock Café]

Republica Havas | Coral Gables, FL | 2018 - 2019
ASSOCIATE CREATIVE DIRECTOR
[CLIENTS: Gloria Ferrer Wines • Segura Viudas • Toyota]

Connelly Partners | Boston, MA | 2013 - 2018
ASSOCIATE CREATIVE DIRECTOR
[CLIENTS: Four Seasons Resorts and Hotels • American Express Travel • Palace Resorts Gorton's Seafood • Foxwoods Casino Samsonite]

ISM Travel & Leisure Marketing | Boston, MA | 2005 - 2013
ASSOCIATE CREATIVE DIRECTOR

JWT Worldwide | San Juan, Puerto Rico | 1999 - 2005
ART DIRECTOR

EDUCATION

BFA Rochester Institute of Technology | Rochester, NY| 1995 - 1999
BFA: GRAPHIC DESIGN

AWARDS

Cannes Advertising Festival Clio Awards • London Festival • New York Festival • London Festival • San Sebastian Festival

LANGUAGES

Bi-Lingual: English & Spanish

INTERESTS

Design • Typography • Advertising • Humor • Sarcasm • Empathy • Motherhood • Cocomelon • Fitness • Puerto Rican food
• Social justice • Women Empowerment • Awful Reality shows