

# Juan Francisco Cabrera

**Bilingual Copy + Creative**

[elflamas.carbonmade.com](http://elflamas.carbonmade.com)

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**About me:** Colorado-based creative who is in the pursuit of finding the ideal balance between family, advertising, cooking, and mountain biking.

**Expertise:** ATL + BTL, Shopper and experiential marketing, and for the past 4 years, social channel content creation.

**Skills and abilities:** Strategic thinker. Fluent in both General and Spanish speaking markets. Trend and social listener. (Very) positive attitude. Award-winning creative problem solver.

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## **Current / Bilingual creative freelancer**

### **2007 to 2017 / The Integer Group / Creative director**

Red Robin, Coors Light (USA and International), Miller Lite, Blue Moon, Kellogg's, FedEx Office, AT&T, LALA USA, Del Monte, Einstein Brothers Bagels

### **2006 to 2007 / Remote freelance / Colombia and Mexico**

Brioche Dorée, Olé Advertising (Beneficial, Target), StreetSource multicultural marketing, hotels.com, Kingsford, Huemanitas (Frito Lay, Pepsi, Del Real Foods), Pepsi, Burger King, Radio Shack

### **2002 to 2006 / The Vidal Partnership, NYC / Sr. Copywriter**

Heineken USA, MasterCard intl., DIRECTV, DIAGEO: Buchanan's, Dulceda and Johnnie Walker, Wendy's, Kohl's, Cingular Wireless, Enterprise rent-a-car, Century 21

### **2001 to 2002 / Casanova Pendrill / Irvine, CA / Copywriter**

Coors Light, DIRECTV, Home Depot, MoneyGram, Ferrero Rocher, General Mills (Honey Nut Cheerios, Cheerios, Kix), Yoplait

### **1998 to 2001 / Ideas en línea / Jr. Creative / Celaya, Guanajuato, Mexico.**

Regional work for General Motors, Pepsi/Universal Music among other clients.

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## **Other freelance and collaborations**

The Marketing Arm (Frito Lay, AT&T, and State Farm), DADO Bier (Brazil), Henry/CMN Chicago, Anheuser Busch (Budweiser and Bud Light), Heinrich, Sticky Docs, Esto Es Colorado

### **Misc.**

Curso de creatividad, Agulla & Baccetti, Buenos Aires, Argentina

## **Some shiny hardware:**

2 Agency of the year ADAGE / The Vidal Partnership

Grand Prix Adage (Radio)

1 Silver AHAA / Heineken (tv)

2 Ojos de Ibero América (Radio)

2 Silver FIAPS (Best radio campaign within its category)

1 Radio Mercury Award

TBWA / Short film festival Cannes, France / First and 3<sup>rd</sup> place (with separate pieces)

The DENVER 50 award

\$5 in the Colorado lottery