

MIGUEL ANGEL BRICENO

Worldwide experience on creating and developing award-winning offline/online marketing communication campaigns

Personal Statement

Broad international experience leading B2C and B2B campaigns for global brands such as *Sab Miller, Bacardi, Philips Morris, Coca Cola, Heinz, Procter & Gamble, General Motors, Goodyear, Johnson & Johnson, McDonalds, Kraft, Revlon and Levi´s among others.*

Consumer-centric with a thorough understanding of social media, content marketing, customer engagement and community building strategies.

Excellent communicator and leader, proactive in creating environments of forward-thinking ideas driven by business needs, sales targets and innovative marketing solutions.

Commercially minded in the achievement of market growth. Globally adapted personality to deal with different levels, building substantial stakeholders and agencies relationship.

Skills

- Expertise in on-line and off-line marketing communication campaigns.
- Branding, creative strategy, creative direction, graphic design, communication strategy, consumer knowledge, conceptualizing, copywriting, storytelling, web publishing, layout and design, photo and video editing, professional printing/publishing, customer profiling, focus group and research, including the ability to present concepts verbally.
- Understanding of the latest creative and digital trends.
- Strong understanding of PPC, SEO, Google Analytics and CRM.
- Skilful in Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Wordpress, Mailchimp, Magento, Shopify and Microsoft Office Suite.
- Ability to communicate with third-party suppliers, stakeholders, agencies, staff and external audiences.
- Project Management / Positive attitude and self-inspired / Bilingual: Spanish and English.

Working experience

VUDU-BRAND, *Creative/Strategic Director/Independent Consultant*
January 2018 - Current

Mentoring Brands for Success. Creating and overseeing integrated marketing-communication campaigns online/offline. Developing persuasive plans to achieve ambitious marketing objectives throughout:
-Challenging Creative Strategies – Disruptive creative concepts – Astonishing Creative Executions across Digital media and traditional channels with the unique goal of innovating and building market leaders.

BUSHCRAFTED LTD, ***Marketing-Communication Manager***
AUG 2018 – MAY 219
Creating and overseeing marketing communications campaigns to promote the company's services, including: devising and presenting ideas and strategies, managing websites, data analytics, written and multimedia content, external PPC and SEO agency, social media campaigns and CRM strategies. Mentoring the marketing communication team. Developing digital marketing communication's calendar in cooperation with associated partners. Ensuring all marketing content produced is up to date, brand compliant and consistent across all channels and partner websites.

BRAND REPUBLIC, ***Independent Consultant AUG 2015 – CURRENT***

Adidas, UK - ***Creative Director for Special Project***
Conceptualising, creating and developing content strategies across off-line and on-line platforms.

Go perfect plan/Architectural Studio, UK – ***Marketing-Communication Strategist, Creative Director***
Brand Identity. Brand Architecture.
Conceptualising and creating offline and online Campaign, website design, generating content in social media under the SEO strategy.

Game,UK - ***Creative Director for Special Project***
Conceptualising and developing content strategies across off-line and on-line platforms.

Treasure mobile phone franchise, UK - ***Marketing-Communication Strategist Creative Director***
Working on rebranding strategy, communication and SEO strategy for a new positioning, social media strategy reinforcing new positioning; online actions plan to support sales (e-mail MK and database nurturing through CRM), website design, e-commerce platform, online catalogue.

Caramella Kids, UK-Spain - ***Creative Director***
Conceptualising and brand development, social media and new business strategy, online actions plan for promotions, website design, and the online catalogue, managing the external PPC and SEO agency.

MCCANN ERICKSON, ***Vice President of Creative and Strategic Services***
FEBRUARY 1992 – JANUARY 2014
2004 – 2008 **(MCCANN ERICKSON/360 GRADOS)**

- Managing and leading the agency's creative operations in several countries: USA, México, Argentina, Perú, República Dominicana, Puerto Rico, Panamá, El Salvador, Guatemala, Honduras, and Venezuela.
- Supporting the commercial development and growth of global brands and companies, through highly creative, innovative and effective online and offline marketing communication campaigns *(Sab Miller, Bacardi, Philips Morris, Coca Cola, Heinz, Procter & Gamble, General Motors, Goodyear, Johnson & Johnson, Samsung, General Electric, Goldstar, Kodak, Telefónica, Telecom, MasterCard, Citibank, Chase Manhattan Bank, World Trade Center, Diners Club, Gillette, Super Repuestos, The AES Corporation, McDonalds, Kraft, Revlon and Levi´s among others).*
- Managing and coordinating the business strategy and leading the advertising pitches.
- Creating and implementing impactful and profitable B2C marketing campaigns resulting in the improvement of conversion, retention and brand advocacy.
- Supporting the development and execution of an annual Marketing Communications plan including timely content creation, social media presence, editorial and speaking opportunities, events and internal/external communication strategies.
- Supporting the proactive/reactive content strategy and execution on social platforms including Twitter, Facebook, Instagram and LinkedIn.

- Managing staffing, organization and budgeting. Mentoring and inspiring more than 100 members of the team. Building a strong relationship working across departments and client teams, stakeholders and third parties.

LEO BURNET, ***Creative Director***
AUGUST 1987 – DECEMBER 1992

- Building a creative environment for the creative team to work in and overseeing their ideas and projects.
- Taking responsibility for the creative philosophy and the standard of output across the agency.
- Developing ideas for advertising and promotional campaigns.
- Pitching concepts to clients.
- Overseeing several projects from start to finish, keeping to deadlines.
- Liaising with clients to keep them informed and to highlight any issues.
- Understanding the commercial aspects of the agency.
- Hiring and managing the creative team.

Awards

UNESCO: ***TOP 10 best Social Responsibility campaign***
2 FIAP ***(3 times finalist)***
1 Grand EFFIE Award 2 CLIO ***finalist***
1 EFFIE and 1 GRAND EFFIE
2 CANNES ***finalist***
1 NEW YORK FEST ***(2 times finalist)***
3 CARIBE ***(5 times finalist)***

Education

Postgraduate Degree in Digital Marketing.	*British Institute of Digital Marketing (2018 – present, UK)*
Master´s degree in Marketing 2.0.	*Universitat d´Alacant, Madrid (2012 – 2014, Spain)*
MFA Fine & Applied Arts.	*The Art Institute of New York City, New York (1984 – 1986)*
BSc Marketing and Management.	*Penn State University, Pennsylvania (1981 – 1985, USA)*
Conservatory Youth Orchestra of Venezuela.	(7 years in instrumentation, harmony and composition)

Phone Number: (+44) 7746240177
E-mail: miguel@vudu-brand.com