



SANTE DELUCA

Creative Director & Art Director · 18+ years · Branding · 360° Campaigns

Buenos Aires, Argentina · EU Passport · Full-time · Freelance · Remote
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PROFILE

Creative Director and Art Director with 18+ years across international agencies in Europe and LATAM. I lead teams of up to 23 people delivering integrated 360° campaigns, on/off communication, and art direction for digital and broadcast content. I focus on conceptualizing strong ideas, structuring creative processes and raising the visual quality of every project. *Cannes Lions winner*. Native Spanish, professional English. Open to full-time, freelance and remote roles.

KEY SKILLS

Creative Direction · Art Direction · Branding · Visual Identity · 360° Campaigns · Integrated Communication · Storytelling · Concept Development · Visual Systems · Brand Strategy · Team Leadership (up to 23 people) · Always-On Strategy · Pitch Development · AI-Driven Creative Production · Cross-cultural Collaboration (Europe + LATAM)

EXPERIENCE

Creative & Art Director — Independent / Freelance

2024 – present

Buenos Aires, Argentina · Remote

- Creative direction for clients across Argentina, Spain and LATAM, working remotely.
- Brand identity, art direction and campaigns for direct clients in fashion, hospitality and consumer (ASTQR, Mercado de San Telmo).
- AI-driven creative production: concept-to-content workflows using Veo, Kling, Runway and Firefly.

Creative Director — Accenture Song

2020 – 2023

Madrid, Spain

- Led a creative team of 23 people for Movistar / Telefónica — 360° and always-on campaigns.
- Concept development and integrated visual direction across TV, digital, social, BTL, experience and strategy.
- Cross-regional coordination with teams in Europe and LATAM.
- Presentation and defense of creative platforms to senior client stakeholders.
- Integration of AI tools into the creative workflow.

Senior Art Director — Ogilvy / WPP

2015 – 2020

Madrid, Spain

- Led a creative team of 9, delivering integrated campaigns for Iberia, CEAR, Heineken, Mondelez, Peugeot, FIAT, Suchard.
- Iberia: built the multi-year platform "*Cada día es el primer día*" across TV, digital, BTL and experience.
- CEAR — "El Otro Sonido del Mar": Cannes Lions Bronze, El Sol Silver and Bronze, Caples Bronze. +50M impressions, +€5M earned media.

Independent Designer · Action Travel · Taller4

2008 – 2014

Buenos Aires, Argentina

- Brand identity and visual systems for fashion and hospitality clients (independent practice).
- Visual identity and event materials at Action Travel & Egencia (2013–2014).
- Graphic design, branding, editorial layouts at Taller4 (2008–2010).

Lecturer — Universidad del Aconcagua · ESESA

2023 – present

Digital Marketing & Creativity · Argentina & Spain

AWARDS

- 2023 YouTube Content Awards · "Clientes Movistar"
- 2019 Cannes Lions Bronze · Innovation in Audio · CEAR
- 2019 El Sol Iberoamérica · Silver & Bronze · CEAR
- 2019 Caples Awards · Bronze · CEAR

EDUCATION & LANGUAGES

- Graphic Design Degree · UAI
- Multimedia Design · Escuela DaVinci
- Spanish · Native · English · B2 Professional

CLIENTS & COLLABS

Iberia · Movistar · Telefónica · Santander · Heineken · Mondelez · Peugeot · FIAT · Suchard · Generali · CEAR · ASTQR · Mercado de San Telmo · Action Travel · Egencia · Ogilvy WPP · Accenture Song · Taller4

TOOLS

Adobe CC (Illustrator, Photoshop, InDesign, Premiere) · Figma · ChatGPT · Claude · Gemini · Midjourney · Runway · Veo · Kling · Firefly · Jira · Workfront