

ANDREA CUEVA aka CUEVAWOLF

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**Creative Director
Artist
Energy Healer**

EDUCATION

Miami Ad School, Miami
Art Direction, 2014

Parsons, The New School
BFA in Communication
and Design, 2010

SKILLS

Creative direction,
strategic + intuitive thinking
& feeling

Concept & idea
creative development

On-set art direction
for video & photo shoots

Graphic design
& brand Identity

Production +
post-production creative
oversight

Expert in Adobe Photoshop,
Illustrator, InDesign

Fluent in Adobe Premier,
& After Effects

Entrepreneurial & confident

Empathic & inspirational
leadership

I speak fluent Spanish,
English & conversational
Portuguese

AWARDS

Telly Award:

Bronze — Kérastase Blond
Absolu for Branded Content

Cindy Award:

Gold — "PSA I'm #NotAFan
of Domestic Violence"

Silver — "Flip Balm"

Special Achievements —
"True"

FWA + COMMARTS:
site of the day for WOM

BEHANCE:
portfolio appreciation award

1st Place POPTENT:
Lays Way TV ad bought by
Frito Lays

1st Place DRAFTFCB:
Oreo 100th Birthday
competition

Top Dog Miami Ad School

Hi, I **AM** a Mexican Artist, Energy Practitioner, & Creative Director. **As an artist**, I consider my work to be Mystical Realism. Everything I create is an expression of my Higher Self that aims to spark self-awareness and bridge Spirit with the human consciousness. **As an energy healer**, I facilitate self-healing and provide spiritual guidance thru Tarot, Sound Therapy, & Reiki. I've been practicing for 3+ years, trained and certified in Tulum and Amsterdam. **As a Creative Director and Designer**, I create content for brands and people. I've led many projects from ideation to creation, creating strong content and integrated campaigns across multiple channels. I love to create or refresh brands, enabling their self-expression thru bodies of work that aim to communicate the brand's soul, uncover cultural magic, and ultimately positively shift the collective consciousness. Within my services, I provide branding, creative direction, on-set art direction, and post-production creative supervision. **I have 9+ years of experience.** I've worked in Monterrey, Hamburg, São Paulo, Miami, and New York in agencies like Y&R, Ogilvy, DDB, and Jung Von Matt. I have a **BA** in Art Direction from **Miami Ad School** and a **BFA** in communication and design from **Parsons, The New School** in New York. My advertising and production experience, global sensibilities, and empathetic approach, bring a unique and fresh perspective to every project work on. I'm flexible and open to remote or on location work.

CREATIVE DIRECTOR FREELANCE

2020 — current

CREATIVE DIRECTOR / PRODUCER

Viva la Lotería MX, NY (2017-2019) vivalaloteria.mx / IG [@vivalaloteriamx](https://www.instagram.com/vivalaloteriamx)

- Creator, producer, and creative director of photographic art series consisting of 54 high-end photography portraits
 - Created and lead creative vision for entire series - managed a team of 12+ people
 - Personally produced and directed all 20+ photoshoots and video shoots
 - Retouched all 54 images and supervised video post-production
 - Developed communication and digital launch strategy, orchestrated international PR efforts
 - Made the website and manage social media accounts, personally creating all content
 - Produced and curated the series premier exhibition in NYC

CREATIVE DIRECTOR / ASSOCIATE CREATIVE DIRECTOR

BLONDE + CO — Creative Agency + Production Company, NY (2016 — 2020)

- Contributed in creating the agency's creative department and brand identity
- Developed and lead big ideas / creative concepts, brand content, and campaigns across multiple channels and digital platforms
- Oversaw all creative executions, ensuring the creative vision was retained throughout the whole creative and production process, working closely with the production and post-production teams
- Ensured the creative direction was aligned with the brand's strategy and met all marketing and global business objectives
- Implemented creative solutions to create multiple executions for all aspect ratios, all at once, under aggressive timelines, whilst maximizing the client's budget and time
- Provided on-set direction for video and photo shoots
- In charge of and designed all brand identity jobs
- Lead and inspired a team of designers, videographers, photographers, and stylist towards the desired creative vision
- Fostered client-agency relationships that built trust and loyalty, was key driver in client faced meetings
- **Clients:** L'Oréal Paris, Kérastase, Maybelline, Redken, Innisfree, Makeup For Ever, Col·lab, Clarisonic, Kaja Beauty, Josh Beauty, Nest Fragrances, St. Tropez, Kate Somerville, Meme Box, Mineral Air, Wet Brush, David Yurman, Arm & Hammer
- **Winning Pitches:** L'Oréal Paris, Innisfree, Maybelline, Kérastase, Palmer's, Olay, NCADW

SENIOR ART DIRECTOR

Partners & Partners, NY (2015) - Startup

- Successfully explored multiple roles in order to thrive in a startup agency environment - worked with cross-functional teams
- Provided solutions for creative challenges under a fast paced environment
- Co-lead art/creative direction for all jobs
- Lead and designed all brand identity jobs
- **Clients + Winning Pitches:** YSL Beauty, Estée Lauder, Viktor & Rolf, RawStory, World of McIntosh, Pryma Headphones

ART DIRECTOR / JR ART DIRECTOR

Y&R, NY | Jung Von Matt, Hamburg | Ogilvy & Mather, Sao Paulo | Alma, DDB, Miami | Brands&People, Mexico (2010—2014)

- Reported directly to ECD and mentors Chris Northam and Eric Jannon — creators of viral sensation campaign "Love has no labels" — Emmy award and Cannes Lions Grand Prix winners
- Reported directly to ECD Anselmo Ramos, creative lead for Dove's viral campaign "Real Beauty Sketches"
- Conceptualized and generated ideas that explored global insights and creative strategy alongside international teams from US, Mexico, Brazil, Germany and Sweden
- **Clients:** Land Rover, Coca Cola, Doctors Without Borders, McDonalds, Sixt, Edeka, Mülle, Maytag