



PABLO CARPINTEROGEORGEFF

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PabloCarpintero.net

PURPOSE

To generate the best creative direction in the world leading to financial growth, prestige and international awards for an advertising agency, marketing firm or entertainment company.

PROFESSIONAL EXPERIENCE

VISION LATINA NETWORK 2023 - present

I create, produce and/or supervise the daily promotions as well as the branding campaigns for this TV Network. The third in Spanish the USA. (52 stations)

PC&A, Inc. 2014- 2023

Founder and Creative Director, Huntington Beach, CA

Clients included Northgate Gonzalez Market, Los Altos Ranch Market, Discovery Channel, Kirkwood Family Medicine, Teach for America, ALZ.org, Dentistry 4 Less, TOYOTA Dealers of Northern California.

Wrote the presentation of capabilities, the articles, the self-ads, made the calls, sent the emails and the smoke signals that **won the accounts, the freelance work and the popular vote.**

Made the call that got the meeting that got the BTL side of the Northgate Gonzalez Market (a 120 store supermarket chain in Southern California).

- ◆ Reformatted and drafted an email campaign that shared weekly recipes and offers and **drove up engagement of customers from 1,000 to 20,000 responses per month.** This attracted co-branding agreements with CocaCola, MASECA and Knorr, among others.

Through winning this account, also won the Los Altos Ranch Market account (a 20 market store chain in Arizona and New Mexico). This account included billboards, trucks, TV spots, etc.

- ◆ Created a series of seasonal magazines that **attracted co-branding with 14 CPG brands** during important seasons (Christmas, Lent, etc.).

Created the digital campaign for Dentistry for Less that let them rebrand and relaunch a doctor office and turn it into the beginning of a franchise opportunity for Dentists.

Created the first Hispanic "Mother's day" campaign for Toyota Dealers of Northern California. Established special day of sales on the Calendar.

Because of that, the agency is repeating that special campaign in the calendar and **sales increased during that period by 15%.**

David & Goliath Feb. 2013 to 2014

Associate Creative Director (freelance), El Segundo, CA

Created the team and led the presentation that retained the account of NYNY Hotel & Casino for the Hispanic market.

The agency retained the Hispanic side of the account and **grew the budget more than 12%.**

Tippit & Moo Feb. 2012 – Nov. 2013

Associate Creative Director, Houston, TX

Hired to create and deliver the presentation for Fiesta Mart.

With my direction, we won and retained the Fiesta Mart account for...

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SUMMARY

Hands-on, concept-driven Creative Director/Copywriter with extensive experience with traditional, digital and social media. I have directed or participated in the following pitches:

- ◆ L.A. Community Colleges
- ◆ Verizon FiOS
- ◆ Nissan (multicultural)
- ◆ AIG (insurance)
- ◆ Dr. Pepper
- ◆ 7UP, Michael's Arts & Crafts stores
- ◆ Buca Di Beppo
- ◆ NASCAR

SELECTED AWARDS:

TV:

- ◆ ADDYs – TX: Walmart NY Festival – Bronze: TyC
- ◆ Sports
- ◆ London Festival – Finalist: TyC Sports
- ◆ Promax – Gold: TyC Sports Sport Movies & TV 19
- ◆ International Festival – Basketball
- ◆ Official Campaign of Peru's 1st Paralympic Games – Creative President of Argentina –
- ◆ Important: Antidiscrimination Campaign
- ◆ Ad Stars TV Juror in Korea



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SELECTED AWARDS

RADIO:

- ADDYs – TX: Walmart
- ADDYs – CA: KIA
- ADDYs – CA: Holiday Inn Express

PRINT:

- Beldings – CA: Holiday Inn Express (x2)
- NY Festival – Finalist: TyC Sports
- Fund TV – Best Public Service
- Campaign of the Year: TyC Sports
- Promax – Silver: Argentine
- Olympics

EDUCATION

Bachelor of Arts in Advertising and Social Communications
USAL, Buenos Aires, Argentina

Training:

- Advertising Marketing and Social Communications
- Introduction to Digital Marketing
- DDL
- Introduction to Forum
- Digital Marketing - Landmark Forum

Tippit & Moo, continued

Feb. 2010 – Nov. 2012

- ...3 years (130 unit supermarket chain, \$1,100,000 account).
- Increased the billings by almost 8%.

L.N.C.

March 2007 – Oct 2012

Senior Creative, Houston, TX

- Created the first regional campaign/headline/tagline for Walmart LATAM, which **grew the billings of the account from \$3,000,000 to \$3,500,000,000.**
- Created and gave presentations for Miller Lite and Miller High Life that resulted in retaining those accounts for 3 years.
- Participated in pitches that won Verizon FiOS, Dr. Pepper & 7UP.
- Supervised the Universal Pictures releases and trailers for 3 years.
- During the 2018 crisis, helped the Bank of America account communicate the Merrill Lynch acquisition. **Increased billings by almost 9%.**
- **Won 3 ADDY awards for the agency.**

alPunto

Apr. 2005 – Apr. 2007

Senior Copywriter, Tustin, CA

- Grew the Holiday Inn Express account from only radio into radio and digital. **Increased the billings by almost 20%.**
- Won the Delimex and Farmer John accounts and retained all billing.
- Retain the accounts of KIA Motors America and Southern California Gas Company.
- **Won 2 ADDY awards for the agency.**
- **Won 3 Belding's awards for the agency.**

Chaz/Tschubarol

Apr. 2000 – Feb. 2004

Creative Director/Copywriter, Buenos Aires, Argentina

- Put together and directed the team that pitched and won the TyC Sports (The local and regional FOX Sports) account. Created regional campaigns for all the TV Stations.
 - **Increased the billing of the account by 15%** and was invited to participate in other pitches.
- Turned a graphic design studio of 2 people into a 7 people agency that was later sold to the Omnicom group.
- **Won 8 international awards and finalists.**
- **Won several nationals and regional awards.**