

FERNANDO POBLETE

CREATIVE DIRECTOR



EXPERIENCE

Freelance Group Creative Director

Amazon

- Worked with the Diversity & Inclusion XCM creative team and agency partners to develop integrated campaigns for the Hispanic Market.

Apr 2022 - Oct 2022

Freelance Creative Director

Publicis Groupe | DDB | W+K | Translation LLC | We Believers

- Oversaw creative development from concept to final delivery for T-Mobile, Toyota, AT&T, Old Spice, KFC, Wells Fargo, and new business.

Jun 2020 - Apr 2022

Creative Director

Casanova//McCann

- Recruited and led super talented teams to work on Coca-Cola, California Lottery, eBay and Carls Jr.

- Led new business pitches landing 4 major accounts: Miller Lite, Chevrolet, California Lottery and Covered California.

- Partnered with the Social Media department to develop culturally relevant campaigns.

- Helped launch an in-house content studio and LIVE, our social listening lab.

- Elevated the creative product to win the most awards in the agency's history.

- Supervised the design of the first state-wide Snapchat lens for the California Lottery reaching 4 MM people.

- Introduced emerging technologies to the agency, strengthening its digital capabilities.

Jun 2011 - Jun 2020

Associate Creative Director

Casanova//McCann

- Spearheaded oversight on accounts including; Hot Pockets, Nesquik, and General Mills.

- Contributed to the UNICEF tap project initiative, partnering with agencies across the country to provide drinkable water to kids in developing countries.

- Oversaw major TV productions and photoshoots nationally and internationally.

- Founded Timesheet Delinquents, the first rock band that rehearsed in conference rooms.

Oct 2008 - Jun 2011

Senior Copywriter

The Vidal Partnership, NY

- Lead writer for Mastercard's highly-awarded priceless campaign, Wendy's and Heineken.

- Authored a 360 campaign that landed the 50 MM Nissan business.

- Wrote and produced a digital and experiential campaign for Wendy's, featured in The New York Times.

- Took part in the team that made the agency's A-List two years in a row.

Jan 2004 - Feb 2006

Copywriter

Pages CCC Grey

Jan 2003 - Dec 2003

EDUCATION

Bachelor's degree in Advertising

Universidad de Palermo

Buenos Aires - Argentina

Languages

Spanish. English.

INTERESTS

- Social Causes

- Drumming

- Music Production

- Check out the music video

I produced for my son on Youtube "Andres Poblete Future"

CONTACT

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ABOUT ME

I'm Fernando! Creative Director with passion for storytelling.

Throughout my career, I got to make school kids feel like real artists through a VR experience, wrote a hip-hop song that was a hit on the internet, shot a campaign with a blind outdoorsman who kayaked scary rapids, and gave second chances to bad drivers for being organ donors with the help of police officers. I'm on the lookout for my next story. Would you like to write it with me?

AWARDS

+90 international Awards

Cannes Lions

Clio Awards

One Show

London International

D&AD

Andy Awards

Adstars

Epica

NY Festivals

Addy's

Radio Mercury Awards

Webbys

El Ojo de Iberoamérica

Recognized by El Ojo de Iberoamerica as the best US creative director in 2019.

Ranked # 5 on the One Club's 2020 Global Creative Ranking for Creative Directors.