

PABLO AMPUERO

6954 Webster Street, Arvada CO 80003 · (505) 312-1482

pabloampuero74@gmail.com · [linkedin.com/in/pabloa](https://www.linkedin.com/in/pabloa) · pabloampuero.com

EXPERIENCE

JUNE 2020 - PRESENT

INSTRUCTOR – DEPARTMENT OF ADVERTISING, PR, & DESIGN, UNIVERSITY OF COLORADO

- Molding the advertising creatives, brand strategists, content strategists, and CMOs of the future.
- I teach a mix of disciplines, including (but not limited to) copywriting, branding, content strategy, marketing communications and strategy, public relations, and conceptual thinking.

SEPT 2016 – JUNE 2020

ASSOCIATE CREATIVE DIRECTOR – GLOBAL BRANDING, FREEMAN

- Brand steward for the world's largest experiential marketer; instrumental in the development of Freeman's global brand narrative, with a primary focus on internal and external campaigns.
- Lead writer, strategist, and creative director on the global employee promotion for Freeman's 90th anniversary celebration, which received over 1,000 entries. 90 winners were flown, VIP-style, to a gala event in Dallas, Texas.
- Lead writer, strategist, and creative director on global True Blue Star of Excellence internal campaign aimed at celebrating Freeman's standout employees.
- Lead writer on thought leadership contributed articles that have appeared in Adweek, Forbes, Entrepreneur, CMO.com, and Chief Marketer.
- Specialize in creative strategy, marketing strategy, thought leadership, and content strategy.

JULY 2013 – OCT 2016

CREATIVE DIRECTOR, WARP DRIVE UK

- Started a creative consultancy in London, UK under a Tier 1 Entrepreneur visa.
- Partnered with clients in the UK, EMEA, and South Africa, including Adidas, National Rail, American Express Europe, Oxfam, Clover, and GEOX Shoes.
- Lead writer partnering with Werkstatt Agency (Paris) and Agence Ludwig (Luxembourg) to develop a campaign for Adidas Outdoor that was featured as Site of the Day on FWA.com, the CSS Design Awards, and the 2017 Awwwards.
- Provided creative direction to several London-based agencies, including brand development, brand strategy, advertising, and marketing solutions; also consulted with several Financial Technology (FinTech) startups in the London area.

APRIL 2011 – JUNE 2013

INTEGRATED ASSOCIATE CREATIVE DIRECTOR, EF EDUCATION FIRST

- An original founder of the Global Branding team for the world's largest private education company; was based out of the London, UK corporate office.
- Lead writer and Creative Director on the first ever international integrated campaign for Englishtown.com, which was translated into 40 languages and resulted in the largest single day of conversions in the site's history.

- Developed strategies for global marketing campaigns that ran on five continents; worked in a variety of media, including digital, traditional (TV, print, OOH), and social campaigns.
- Internal clients included Englishtown.com, English First, and Hult International Business School.

SEPT 2007 – FEB 2011

SENIOR COPYWRITER, TM ADVERTISING / MCCANN WORLDGROUP

- Senior Copywriter on several large national brands, including American Airlines, Bausch + Lomb, Texas Tourism, Nationwide Insurance, and Superpages.com.
- Lead writer on the American Airlines “Flagship Experience” interactive campaign, which won a 2009 Silver National ADDY award and was featured as a 2009 Webby Honoree and appeared as Site of the Day on FWA.com in 2009.
- Lead writer on the American Airlines “AAdvantage Milestones” promotion, which won a 2008 Silver MIXX Award for Brand Destination Site, as well as the 2009 Most Effective Customer Acquisition Promotion at the Dallas/Ft Worth Interactive Marketing Association (DFWIMA) awards.
- Contributing writer on the “Superguarantee Program” for Superpages.com, which won a 2010 Bronze Effie Award, North America, for Media Companies Category, and 2010 Best of Show at the Excellence in Interactive Marketing Awards (EIMA).
- Contributing writer on the “Daikin Difference” website for Daikin HVAC, which was featured as 2011 Site of the Day on FWA.com.

JULY 2005 – AUG 2007

COPYWRITER, SQUARE ONE ADVERTISING

- Lead writer on the agency’s biggest accounts, including Butterball Turkey, Dr Pepper (promotions), Texas Land & Cattle, MADD (Mothers Against Drunk Driving), Daltile, and the Dallas Cowboys.
- Lead writer on the integrated campaign for MADD that won a 2006 Regional Bronze ADDY award, and was featured in the 2006 Regional Design Annual for Print Magazine. The campaign was so beloved by the clients that they ran it three years consecutively, in both Spanish and English.
- Lead writer on the integrated Butterball Turkey foodservice campaign, which was awarded Year’s Highest Recall by Plate Magazine in 2007.

SEPT 2001 – JULY 2005

JUNIOR COPYWRITER, SLINGSHOT ADVERTISING

- Immediately hit the ground running, producing campaigns for national clients, including Jack Daniels, Dr Pepper, 7UP, Bimbo Bakeries, Greyhound Bus Lines, Wyndham Hotels & Resorts, and United Way; developed integrated campaign work in every medium, including TV, digital, OOH, print, direct mail, promotions, and experiential.
- Contributing writer on the development and evolution of the 2006 Webby Award-winning Jack Daniel’s Studio No. 7, a live music sponsorship program with an interactive online music element.
- Developed the creative work that helped Slingshot pitch and land their biggest client in agency history, the coveted Cadbury Schweppes beverage portfolio (Dr Pepper/7UP/A&W Root Beer/Sunkist/Hawaiian Punch).

EDUCATION

2000

MASTER OF ARTS, ADVERTISING, UNIVERSITY OF TEXAS AT AUSTIN

1997

BACHELOR OF ARTS, WEST TEXAS A&M UNIVERSITY