

Luis Cuervo, Fort Lauderdale, Fl. 2005-Present

Owner

Luis Cuervo is my brand and I have been working as an individual that offers freelance services for companies and Ad Agencies with high to medium size budgets.

Clients

- JWT- S.C.P.F- April 2013 - July 2014

Transcreator, copywriter, translator

Copy Translator/Transcreator, Copywriter

Copywriting, translation and transcreation of advertising for IKEA to be broadcast to all the Hispanic market within U.S.A(English into Spanish).

Communication Strategy, Branding, English, Spanish.

- Pelion, Sunrise, Fl. February 2013 - 2015

Advertising Director

Pelion, is a premier indoor entertainment destination to be located in South Florida, featuring the largest indoor ski trails in the world. Pelion is a 500 million dollar project, with which will create about 2.000 new jobs.

Create strategy, design and maintain websites and all media social networks. Design of overall management of advertising, printing, negotiation with vendors, IT, and representing the company or CEO when required.

Communication Strategy, Branding, English, Spanish.

- Inspire Culture, Dallas, TX October 2012 – January 2013

Inspire Culture is one of the SPRINT official Advertising Agencies for the Hispanic Market

Copy Translator/Transcreator, Copywriter

Translation and transcreation of advertising for Sprint to be broadcast to all the Hispanic market within U.S.A (English into Spanish).

Copy translation, Copy transcreation, Copy writing, strictly Spanish.

Sprint-Nextel occupies the sixteenth place in the ranking of advertising investment on the Hispanic market with US \$79 million. (Quarter 3, 2012 to Quarter 2, 2013).

- The Bonner Group, West Palm Beach, Fl. April-May 2012

Creative Copywriter

Create an Advertising Campaign for the Good Samaritan Medical Center trying to reach two different target groups, based on language (Hispanic market and English speakers market).

Advertising Direction, Design, Communication Strategy, Branding, Spanish, English.

- Ocean Drive Magazine, Miami, Fl. September 2007

Journalist

Interviewing of two personalities for the Ocean Drive Spanish edition: Miss Univision Latin beauty, and The Wachovia Bank Florida region Director.

Journalist writing, interviewing, strictly Spanish.

- BPMedia Partners Advertising, Miami, Fl January 2006-December 2009

Creative Director

To create Advertising campaigns, Branding, Strategy for the different accounts or projects within the Agency.

Advertising Direction, Communication Strategy, Branding, Copywriting in Spanish.

Political Strategist, Bogota, Colombia July 2003-June 2005

Political Campaigns Strategist

Part of the National Strategic Group for the former President of Colombia, Mr. Alvaro Uribe Velez.

Campaign Director for Mr. Pablo Sema, Member and President of the Mosquera, Cundinamarca, Council in three different occasions.

Advertising strategy, Copywriting, Spanish, Concept creation, Branding, Advertising Direction, Communication Strategy, Branding, Copywriting in Spanish.

Toro Fischer America January 2001-June 2003

Copywriter, Strategist

Advertising campaigns creation, Branding, Strategy for different accounts Such as Pfizer laboratories in Latin America

Advertising Direction, Communication Strategy, Branding, Copywriting in Spanish

Advertising strategy, Copywriting, Spanish, Concept creation, Branding, Advertising Direction, Communication Strategy, Branding, Copywriting in Spanish.

Lorente Group, Bogota, COLOMBIA (now part of EURO RSCG) 1999 – 2000

Creative Director, Copywriter Strategist

Advertising campaigns creation, Branding, Strategy for different accounts Such as Pfizer laboratories Latin America.

Advertising strategy, Copywriting, Spanish, Concept creation, Branding, Advertising Direction, Communication Strategy, Branding, Copywriting in Spanish.

Genesis Advertising, Panama City, Panama 1998-1999

Creative Director, Strategist, Copywriter

Fully Responsible for all accounts, creativity, strategy, campaigns and interaction with Clients.

Overall management of advertising strategy, Panasonic LATAM invested near to 100 million on that year in advertising.

Grey Advertising 1997-1998

Creative Director, Strategist, Copywriter

Full Responsible for all accounts, creativity, strategy, campaigns and interaction with Clients such as: Bavaria, La Previsora, Celumovil.

Overall management of advertising strategy

Arango Associates, Bogota, Colombia 1996-1997

Creative Director, Strategist, Copywriter

Full Responsibility for all the accounts, creativity, strategy, campaigns and interaction with Clients such as: Ejército Nacional de Colombia (Colombian Army), Colombian Army Intelligence (massive communications), Mercedes Benz, Mazda, and Car dealers

Applied International Research, Bogota, Colombia 1996

Creative Director, Copywriter, Graphic designer, Second voice on its radio program broadcasting to the entire Country.

Servientrega In-House Ad- Agency 1995

Creative Director Jr.

Studio Verde 1994

Copywriter Junior