

NÉSTOR AÑEZ

CREATIVE DIRECTOR & AI-POWERED LEAD

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Creative Director and AI Lead with a proven track record leading regional teams at global network agencies (Publicis Groupe, Leo Burnett). Specialized in bridging human narrative and brand strategy with advanced generative AI tools to capture consumer attention and deliver measurable business value.

 **RECOGNITION:** Effie Awards (x2) | ANDA VEN (x4) | FePi (x6) | Echo Latam (x5) | Festival CARIBE (x3) | Ojo de Iberoamérica

SELECTED EXPERIENCE

Independent Creative Director & AI Brand Consultant October 2025 – Present

Brands: *adidas (Panama), Decathlon (Panama), Bolt (Mexico), Pilsen Beer (Paraguay), Exquisita (Argentina), SimpleGo (Panama).*

- **High-Tier Consulting:** Developing conceptual brand positioning and multi-channel 360° campaigns, leveraging automated generative AI workflows to accelerate production times and drive corporate conversion.
- **Cross-Border Strategy:** Leading creative vision and localized storytelling frameworks for high-profile accounts across Central America, Mexico, and the Southern Cone.

Creative Director — Leo Burnett / Publicis Groupe 2023 – October 2025

Brands: *FIAT Argentina, McDonald's Latam, VISA Latam, CCU.*

- **Commercial Leadership:** Positioned FIAT Cronos as the best-selling car in Argentina for 3 consecutive years (+400k units sold).
- **Strategic Launches:** Directed the brand positioning for the high-performance Abarth line and led the debut campaign for Titano, the brand's first mid-size pickup truck.
- **Regional Strategy:** Conceptualized and executed McDonald's first regional Latam campaign mapped to real-time electoral contexts.

Creative Director — SUPER Agency 2022

Brands: *Pepsi Meals Latam, PepsiCo USA Latinx, HBO Max AR, Roche Labs USA, Mercado Libre.*

- **Brand Platforms:** Created "Va a estar bueno con Pepsi", the unified marketing and creative platform driving the brand's strategic growth across restaurant channels in Mexico, Colombia, and Argentina.
- **International Markets:** Designed and implemented the launch of Pepsi Zero Sugar specifically targeted at the US Latinx demographic.
- **Data-Driven Creativity:** Developed the "FanGoritos" campaign for HBO Max AR's 1st anniversary, blending user data analysis with emotional brand storytelling.

Creative Director — diPaola Latina 2021 – 2022

Brands: *Ualá, Taringa!, Cetrogar, Michelin.*

- Developed the comprehensive creative concept and lead film for the regional campaign "Beneficios IniUalábles" for fintech unicorn Ualá.
- Managed and supervised a multidisciplinary creative hub across 6 active enterprise accounts simultaneously.

Creative Director — Human Full Agency 2019 – 2021

Brands: *Chandon, Molinos Río de La Plata, Falabella, GSK Labs, Coca-Cola Packaging.*

- Led the creative positioning strategy for Chandon and directed the conceptual packaging redesign for Coca-Cola Argentina, securing regional market validation.

Senior Creative — NWC Newcycle AR-PTY 2017 – 2019

Brands: *Burger King AR, Adidas Latam, Cervecería Nacional, Mercado Libre.*

- Drove Burger King Argentina to peak organic engagement leadership via viral real-time marketing campaigns ("ACEPTA2", "Cupones Inocentes").
- Wrote and directed "Pactos", a branded content web series for Atlas Golden Light, and the campaign "El Color de la Pasión" (Balboa) for Panama's historic World Cup debut.

PRIOR AGENCY EXPERIENCE (2012 – 2017)

Held roles of increasing creative responsibility including **Senior Creative** at di Paola Argentina and Viva Shango, **Creative Director** at VML Y&R Venezuela, and **Senior Copywriter** at PLAY Venezuela. Executed high-impact 360° campaigns and independent creative consulting for leading international brands: *Adidas Latam, Facebook, Telecom, Huawei, Santander Río, Lucky Strike, and Movistar.*

CORE EXPERTISE & AI TECH STACK

Creative Leadership:	Creative Direction, Brand Strategy, Integrated Campaigns, Narrative Development, Copywriting, Team Management, Pitch Development, Regional Campaign Management, Branded Content.
AI & Tech Stack:	AI-Powered Ideation, Prompt Engineering, Midjourney, Adobe Firefly, GPT-4, Adobe Creative Suite, Marketing Automation, Visual & Video GenAI.

EDUCATION & CREDENTIALS

- **Advertising Creative** — SuperMaster Brother Escuela de Creativos, Venezuela (2012)
- **Associate Degree in Advertising** — Instituto de Nuevas Profesiones, Venezuela (2008)
- **Advanced Upskilling (Publicis Marcel):** Artificial Intelligence & Photoshop | Adobe Firefly Advanced | Hands-On Tools with GPT-4 (2025)

SIDE PROJECTS & CREATIVE OUTLETS

- **Podcasting & Content Creation:** Conceptualizing and producing interactive video-podcast formats focused on pop culture and emerging digital media.
- **Social Hacking:** Applying design thinking and creative problem-solving frameworks to build scalable, high-impact answers for societal challenges.
- **Visual Exploration & Cinema:** Merging analog/digital photography with deep film critique as core sources of aesthetic and strategic inspiration.
- **AI Beta Testing & Gaming Labs:** Early-stage experimental testing of gamified mechanics, interactive narratives, and next-gen AI engines.

**Professional references and complete campaign portfolio available upon request.*