
Hello! I'm Nestor Añez

Some say advertising is about personal sales, but I believe it's about making people stop, feel, laugh, cry, or at least not skip the ad.

EXPERIENCE

Creative Director

Leo / Publicis | 2023 – Present
FIAT (AR), McDonald's (Latam), VISA (Latam), CCU.

Creative Copywriter Freelance

Remote | 2014 – Present
Adidas (Latam), Burger King AR, Musimundo, Telecom, Revlon, Facebook, Banco Columbia, Demasled.

Creative Director

SUPER | 2022
Pepsi (Meals Latam), PepsiCo (USA latinx). HBOMax (AR), Roche Labs (USA), MercadoLibre (CO-MX-AR).

Creative Director

diPaola Latina | 2021 – 2022
Ualá, Taringa!, Cetrogar, Piero, Diarco, Michelin.

Creative Director

Human Full Agency | 2019 – 2021
Chandon, Molinos Río de La Plata, Falabella, GSK Labs (Hinds & Ibuevanol), Coca-Cola (packaging).

Senior Creative

NWC newcycle AR-PTY | 2017 – 2019
Burger King, Samsung, adidas (Latam), Cervecería Nacional (Balboa, Balboa Ice, Atlas Golden Light), CCU (Grolsch), Mercadolibre (AR).

Senior Creative

diPaola Argentina | 2016 – 2017
Argenprop, Facebook, Lucky Strike, Huawei, Whirlpool, Santander Río, Telecom, Sintoplast, ADT.

Senior Creative

Viva Shango AR | 2015 – 2016
Adidas, HSBC, Skullcandy, Philip Morris International, Bigbox, Musimundo, ON Running Shoes, La Red 910AM

Creative Director

VML Y&R Venezuela | 2014 – 2015
Telefónica Movistar, Burger King, TECHO, Galderma Labs.

Senior Copywriter

PLAY Venezuela | 2012 – 2014
Gold's Gym, Últimas Noticias Newspaper, FarmAhorro, Friends, Chicco.

[More on LinkedIn 2004-2012](#)

AWARDS

Effie Awards **2**
Echo Latam **3 2**
FePi **GP 4 2**
Festival CARIBE **1 1 1**

Ojo de Iberoamérica **SL**
ANDA **GP 3 1**
Lápiz Creativo **1**

PORTFOLIO

NESTORANEZ.COM.AR

EDUCATION

Image and sound design

University of Buenos Aires, AR | Current
Expected Graduation: 2028

Advertising Creative

Brother Creative School, VEN | Completed
2011-2012

Bachelor in Advertising

Nuevas Profesiones Institute, VEN | Completed
2008

CERTIFICATES

The five steps of the creative process

LinkedIn Learning | Completed | 2025

Artificial intelligence & Photoshop

Marcel Classes, Publicis Groupe | Completed | 2025

Adobe Firefly: First look / Part I / Part II

Marcel Classes, Publicis Groupe | Completed | 2025

Leadership and Team Management

Academia BA Emprende | Completed | 2024

Brand and Marketing Integration

LinkedIn Learning | Completed | 2025

Expert Course in influence and persuasion

Udemy | Completed | 2025

Getting Hands-on with GPT-4: Tips and Tricks

Marcel Classes, Publicis Groupe | Completed | 2025

Intro to Storytelling: Wow Your Crowd

Udemy | Completed | 2025

Master Business Writing and Editing

Udemy | Completed | 2025

SEO Crash Course - SEO for Instructors

Udemy | Completed | 2025

AI-Powered Copywriting Course & ChatGPT Course

LinkedIn Learning | Completed | 2025

SPOTIFY: Podcast Creation and Management

University of Palermo | Completed | 2023

Tik-Tok for business

CAP University | Completed | 2022

PROFESSIONAL REFERENCES

[Fernando Sosa](#) | Leo Publicis Creative President

[Juan Ure](#) | GREY Argentina Executive Creative Director

[Dan Stolar](#) | NWC Head of Strategy

[Franco Lasalvia](#) | diPaola Latina General Creative Director

[Daniela Szyldergemajn](#) | PWC Growth Enablement Manager

CONTACT

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