

SANTIAGO ROLDÁN

ADVERTISING CREATIVE / GRAPHIC DESIGNER / COPYWRITER

santiagoquack@gmail.com

(+61) 421 058 365

Portfolio:
roldansantiago.com



Type of visa: COVID VISA - 408

Brisbane - Australia

I'm 32 years old, besides advertising I'm Chef, drummer, dancer, a cat lover and I'm passionate about motorcycles. I believe that passion and love for this profession are the most powerful weapons to have good ideas and do a good job, that's why I'm still in love with what I do.

Professional Studies

Central University
from Colombia

Publicist

Central University
from Colombia

**Specialization
in television
production**

Central University
from Colombia

**Specialization
in Graphic Design**

Underground
Creative School

**Annual
Creativity Course**

Greenwich
College Australia

**English
Course - Upper
Intermediate**

Work experience

**DDB Worldwide Colombia
Senior Creative Copywriter (2019 - 2022)**

Brands: BBVA Bank - Linio e-commerce

**ID Interactive Colombia
Senior Creative Copywriter - Team Leader (2015)**

*Brands: Unilever - Pony Malta - Reebok - Irotama
Resort - Oreo.*

**Wunderman Thompson Worlwide Colombia
Head Creative (2019)**

Brand: Caja Social Bank

**MULLEN LOWE Worldwide - Colombia
Creative Copywriter - Art Director (2013 - 2014)**

Brands: Colsubsidio - BMW - MiniCooper.

**Sancho BBDO Worldwide - Colombia
Team Leader (2017 - 2018)**

Brands: Bancolombia Bank - Sufi Financier.

**Publicis Worldwide - Colombia
Junior Art Director (2013)**

*Brands: Falabella - Falabella Bank
- Purina.*

**Emepecé Colombia
Creative Director (2016 - 2017)**

*Brands: Honda cars - Titán Plaza Mall
- Colmédica - Act II.*

**DW BRAND Colombia
Graphic Designer (2012)**

Brands: MARVAL Construction

**Leo Burnett Worldwide - Colombia
Senior Creative Copywriter (2016)**

*Brands: Davivienda Bank - Bolívar Insurance
- Mc Donald's.*

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Awards

D&AD 2022

Shortlist

E - Commerce / Customer Journey

Shortlist

Category: Interactive / Utility - Ecommerce

The One Show 2022

Shortlist

Category: Direct Marketing / Use of Smart Device & Voice Assistants

Shortlist

Category: Interactive / Utility - Ecommerce

The Webby Awards 2022

Nominee

Advertising, Media & PR / Corporate Social Responsibility Campaign

El Dorado Creative Festival 2021

Grand Prix

Category: Direct

Gold

Category: Mobile

Gold

Category: Sustainable Developmet

Silver

Category: Media

Silver

Category: Creative E-commerce

Silver

Category: Brand Experience & Activation

Effie Colombia 2021

Shortlist

Category: Financial services

Effie Colombia 2020

Silver

Category: Financial services

Bronze

Category: David y Goliat

Bronze:

Category: Financial services

Effie Latam 2019

Shortlist

Category: Campaign launch

Effie Colombia 2019

Silver

Category: Financial services

Bronze

Category: Campaign launch

Gold

Category: Campaign launch

Gold

Category: Financial services

AIB Mixx Awards Colombia 2017

Silver

Category: Best campaign on Facebook

Latam Digital Awards - Interlat 2016

Bronze

Category: Best 360° digital strategy

Ojo de Iberoamérica Argentina 2015

Bronze

Category: Radio

FIP Awards Argentina 2015

Grand Prix Platino

Category: Best technology event

Plata

Category: Mystery Shopper

Employment references

Rodrigo Uribe

Executive Creative Director

Sancho BBDO Colombia

Tel: (+57) 313 210 2773

Juan Cardenas

Executive Creative Director

Grey Colombia

Tel: (+57) 316 537 1039

Pedro Cardenas

Creative Director

Mccann Perú

Tel: (+57) 311 266 3226