

CLARISSA SANCHEZ-CUENCA ALOMAR

Creative Director based in Barcelona

Focused on brand communication and copywriting

EDUCATION

Hebron Academy. Junior Year 1987-88, Maine. U.S.A.

Universitat Autònoma de Barcelona (U.A.B.) Bachelor of Communication Sciences. 1995

Université Stendhal de Grenoble (France) ERASMUS scholarship: IUP3 Communication. 1993-94

Copca scholarship. Lima, Perú. 1994-95

FREELANCE CREATIVE DIRECTOR 2010-2022

Currently: **Oliver Agency (before: Hogarth)** copywriting / transcreation for Apple since 2010

Currently: **Lingokids** Creative Director / copywriting / transcreation since 2020

-Cortana: Brand communication 2012

-women'secret – with Cla-se graphic design studio— Local and global communication 2004-2013

In-store advertising, brand book, pressroom, blog, mybasics brand launch.

-Other clients: Lakmé, Barcelona Activa, Carolina Herrera, Escola Decroly, Petit Oh!, Gat Rooms.

EDITING 2002-2005

-**Commercials:** Nissan, Pans&Company, Bocatta, Securitas Direct, Ajuntament de Barcelona.

-**Promotional videos:** MACBA, Agrolimen.

-**Visuals and** video clip for musician Alfonso Vilallonga (Teatre Lliure)

ADVERTISING AGENCIES EMPLOYMENT HISTORY 1994-2002

-**Copywriter at P&A – BBDO** Lima, nº1 advertising agency in Perú. Clients: Telefónica, Samsung.

-**Copywriter at DMB&B** Madrid. Clients: Telefónica, Philips.

-**Copywriter at McCann Erickson.** Madrid. Clients: El País, Coca-Cola, Cáritas.

-**Awards:** Festival El Sol: Radio Grand Prix, CdeC 2001: radio

Other experiences and interests

I've always been passionate about Art, Graphic Design, Photography, Literature and Education, and I have been involved in different projects around these subjects.

-Board member of the Fundació Escola Decroly de Barcelona 2013-2018 (2016-18 President)

-Photography workshops Photoespaña: Joan Fontcuberta, Daniel Canogar.

-Literature workshops: Jorge Eslava, Sergio Pitol.

Languages — Bilingual **Spanish - Catalan** — Proficiency in **English** — Intermediate in **French**