

# LUIS PANZANO SOLER

## CREATIVE ART DIRECTOR

📍 Based in Madrid, open to relocate.    ✉️ [luispanzano@outlook.com](mailto:luispanzano@outlook.com)    🌐 [www.luispanzano.com](http://www.luispanzano.com)

### PROFILE INFO

Luis Panzano Soler is a creative professional based in Madrid, focused on brand storytelling, advertising strategy and conceptualization for major campaigns. He has hands-on experience with agencies blending traditional and digital media while he enjoys exploring new ideas and collaborating on projects that connect with people in meaningful ways.

### EDUCATION

#### MIAMI AD SCHOOL - MADRID

Sep 2022 - Dec 2024

- Art Direction International Program

#### CEU SAN PABLO

Sep 2019 - Jul 2021

- Spanish Scientific Baccalaureate.
- Grade Average: 8.12

### SKILLS

- Adobe Creative Suit
- Photography
- Graphic Design
- Critical Thinking

### LANGUAGES

- Spanish (Mother Language)
- English (Fluent - Cambridge C1)
- French (Basics - Delf A2)

### WORK EXPERIENCE

#### Havas Creative Network Spain - Madrid

MAY 2025 - PRESENT

Creative Art Director

- Clients: Disney, Hyundai, Cortefiel, Los 40, Diario As, MD Anderson.
- Development of 360° advertising campaigns, from concept ideation to creative execution, including storytelling and strategic idea planning.

#### Jung Von Matt Sports - Hamburg

JAN 2024 - APR 2024

Creative Art Director

- Clients: Google Pixel, Adidas, Topps.
- Develop and execute comprehensive advertising strategies and campaigns that align with the company's goals and objectives.

#### LVMH Watches & Jewelry / TAG Heuer

MAR 2022 - JUN 2022

Event Promoter

- Event promoter on brand activation of Connected Calibre E4 on Wow Concept Store Madrid.

#### BEAM.TV - London

JUL 2021 - AUG 2021

Art Assistant

- Summer internship helping out with various tasks across teams involved in color grading, video editing or digital ad content coordination.

### MERITS

#### ADC\*E High Potential Talent 2025

Issued By Art Directors Club of Europe. Barcelona, ES.

#### Audi Creativity Challenge

National finalist with B-Safe Project.