



LUIS PANZANO

Creative Art Director
(Conceptual focus).

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Paris, France

luispanzano.com

Skills

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

Language

Spanish 
English 
French 

About Me

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

Experience

McCann Paris - Creative AD Assistant FEB 2026
Paris - France PRESENT

- Clients: La Roche-Posay, Kinder, Ferrero, L'Oreal Group
- Develop integrated campaign concepts and leads in the visual execution across film, print, digital and social media for global brands.

Havas Creative Network- Creative AD Trainee MAY 2025
Madrid - Spain NOV 2025

- 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 - Creative AD Trainee JAN 2024
Hamburg - Germany APR 2024

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

Tag Heuer LVMH - Event Promotor MAR 2022
Madrid - Spain JUN 2022

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

Beam.TV (The Mill) - Art Assistant JUL 2021
London - United Kingdom AUG 2021

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

Education

Miami Ad School Madrid 2022 - 2024
International Art Direction

Merits

TOP 2 Finalist at
International
Cannes Young
Lions France
Competition.

Selected as Talent in
ADC*Europe High Potentials
Gala '25.
Presenting a proyect in Club
de Disseny (Barcelona)