

Juan de Dios Cobo-Reyes Cano — Creative Brand & Marketing Strategist

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EXPERIENCE

Key insights for each timeframe



July 2023 | Present
Brand & Marketing Strategist
Independent Consultant

I lead independent projects at the intersection of brand strategy, digital transformation, and market positioning. My work includes the brand integration of IronLock Systems and collaborations with Georgetown University (Qatar) on Behavioral Economics initiatives, among others.



Feb 2018 | July 2023
Marketing | Brand Director
INV Security Group
● Madrid, Lisbon, CDMX, Lima, Bogotá

I led a team through a deep transformation process to modernize INV's sales strategy. This involved a holistic digitalization approach and the development of a consistent brand culture across Spain, Portugal, and LATAM.



March 2016 | Feb 2018
Creative Director | Associate Strategy Supervisor
Creative Orchestra
● London

Key brands: Trinity Mirror, Channel 4, BBC, WWF, Durex, Total Greek Yoghurt, Firefox, AOL.

I supported companies in identifying, developing, and executing tailored marketing strategies, including advertising campaigns, media planning, brand positioning, packaging and logo design.

Jan 2012 | March 2016

Head of Art

Nov 2009 | Jan 2012

Creative (Art Direction) | Graphic Designer



June 2006 | July 2009
Creative (Art Direction)
Shackleton Ad (now Accenture Song)
● Madrid

Key brands: SYFY Channel, Calle 13 Channel, Spanish Ministry of Defence, Carlsberg, Caja Madrid.

I created relevant award-winning campaigns at one of the leading advertising companies in the Spain (Agency of the Year at Cannes Lions Festival).



Feb 2006 | June 2006
Creative (Art Direction)
Kitchen (independent advertising company)
● Madrid

Key brands: KIA, Fnac, Multiópticas, Curver.

I was part of the team that secured key accounts for the advertising industry in Spain.

Oct 2005 | Feb 2006

Full-time Intern (Art Direction)

EDUCATION



Sept 2004 | Aug 2005
MA in Advertising & Creativity
Coco School
● Alacant



Oct 2003 | June 2004
Part-time Intern (Graphic Designer)
Benidorm's City Council, Communication Dept.
● Benidorm (Alacant)



Sept 2000 | June 2004
BA in Fine Arts
Miguel Hernández University
● Elx (Alacant)

Professional Skills

Marketing Strategy
Visual development
Art Direction
Creativity
UXDesign
Artwork
Motion Graphics
Video Editing

SOFTWARE
Adobe Suite:
Photoshop
Illustrator
Indesign
XD
After Effects

> **18 YEARS** of technical development in Design, Marketing, Advertising and Branding.

International work experience.

Proven capability in team leadership.