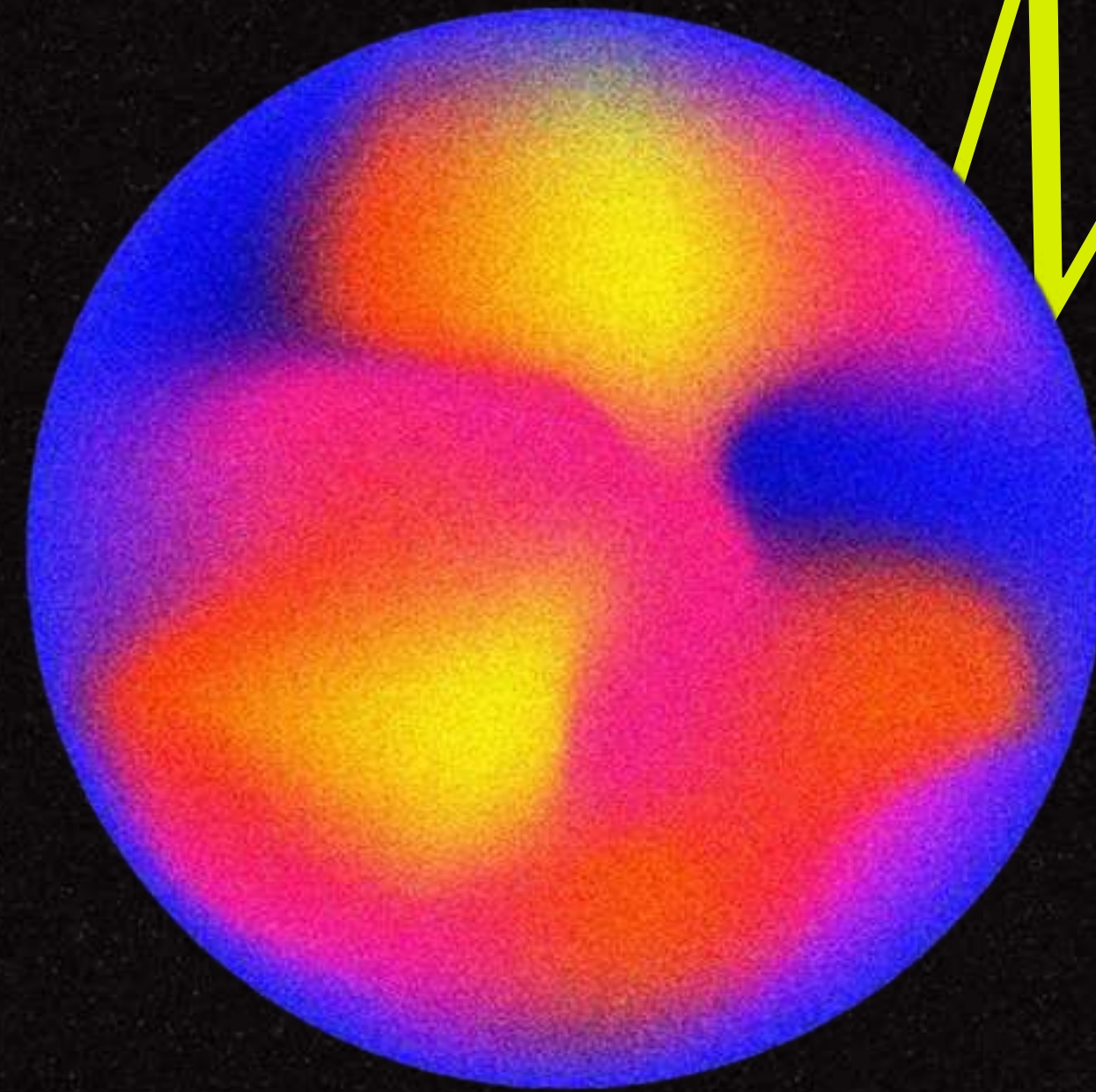


*Hey!*



*María*



*Martínez*

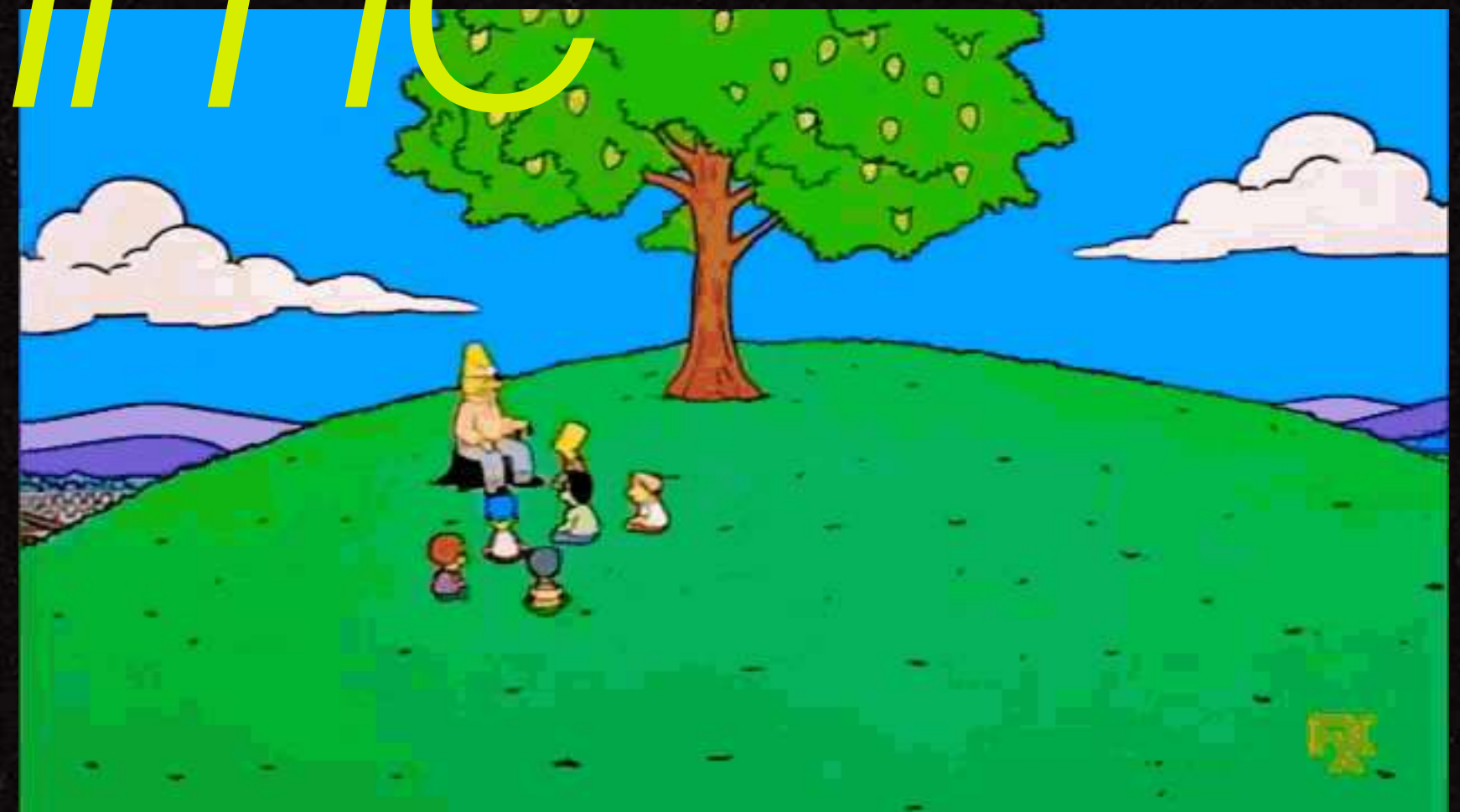
[mariamartinez.com](http://mariamartinez.com)

*Art Director    Illustrator*  
*Creative Director*

*about me*



*storytime*





I was born in Linares, a small town in Andalusia (Spain),  
in the middle of olive groves and very, very hot weather.



Granada, Spain.

In 2014, I finished my a Bachelor of Arts in Advertising and Public Relations (signed by the University of Wales) with first class honours.



Barcelona, Spain

After finish my career, I studied a Creativity course at Brother,  
the World's Best School of Creativity in Cannes Lions. (with "best dupla" recognition )

Buenos Aires, Argentina

Started as a trainee at Ogilvy and worked there for two years as an Art Director. After that, I worked at the creative boutique Dhélet Y&R (now VMLY&R)



There I won my first Cannes Lion and started to accumulate a few more awards.



*Santiago, Chile*

I worked for an independent agency called PJD (Pedro Juan y Diego).  
I stayed there for 3 years until I decided to return to Spain.



Now I live in Spain, as a freelance Creative Director, Art Director and Illustrator.  
Working remotely has allowed me to work for bold agencies, such as Area23 NY, FCB Cure, FCB Health,  
Humancare, Bakery Agency Texas, Studio X (Coke), VMLY&R, Ogilvy, etc.

I am a restless mind that never stops learning and creating

2023,

I studied for a Specialization Diploma in Sustainability, Ecological Ethics, and Environmental Education at the Polytechnic University of Valencia (Spain)



I am learning pottery wheel techniques and I have a painting and pottery workshop in my own studio.

2025 - now

Now I am also studying Fine Arts at the University of Barcelona because I want to expand my creative horizons and and explore beyond the world of advertising.

# *what I do*

Creativity  
Concepts  
Art Direction  
OOH & Print  
Scripts (TV/Digital)  
Storytelling  
Content Creator  
Purpose ideas  
Key Visuals  
Design  
Illustration  
Video edition  
Social & Digital  
Animation  
Creative Strategy  
360° Integrated Experience  
AI · Midjourney & Firefly.

*some of my work*

My work



<https://mariamartipez.com/door-movistar/>

My work



<https://mariamartipez.com/sugar-sugar-tree-hut/>

My work

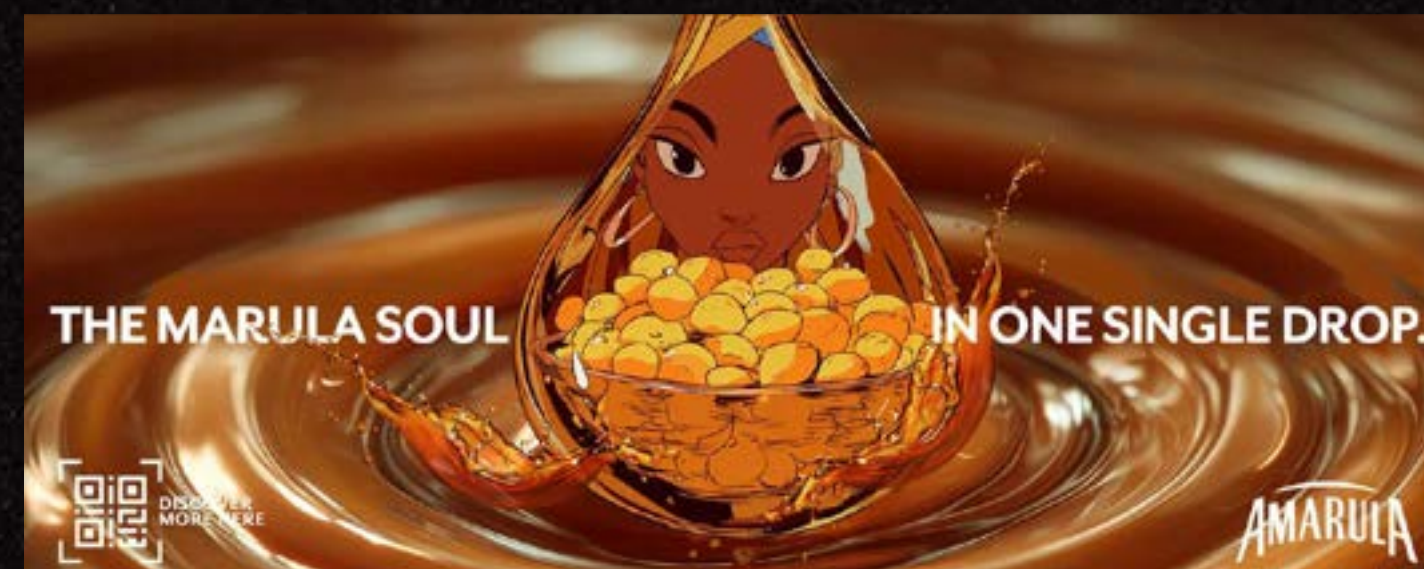


## My work



<https://mariamartipez.com/shakers-the-cocktail-collection/>

My work



# My work



AI generated for concepts



Storyboard made with AI

Agencies

**AREA 23**

**FCB HEALTH**  
NEW YORK

**VMLY&R**

apple tree

Ogilvy

pfd **BBDO** CFUEGO CAMINA CONMIGO

studio x.

Brands

**M** **Telefónica** **FUNDACIÓN Real Madrid** **Campus Experience** **DIRECTV**  
Commercial Agent 2023

**CAMPARI** **DANONE** **PAPA JOHN'S** **Mahou** **GRUPO BIMBO**

**Banco Santa Fe** **cencosud Scotiabank** **TOYOTA** **Pfizer** **Coca-Cola**

**Sprite** **PANTENE** **HUGGIES** **tree hut** **VLORA MARINA**

**POWER ADE** **TURISMO CITY** **aena** **THE COCKTAIL COLLECTION**

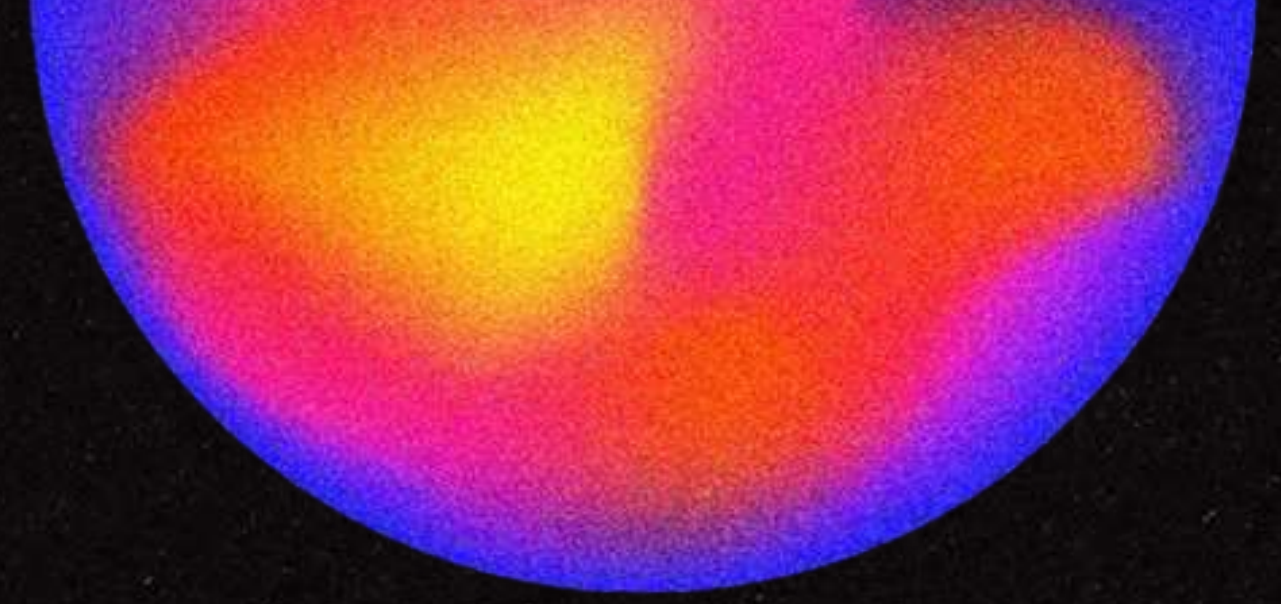
Awards

**CANNES LIONS**

**CÍRCULO DE CREATIVOS ARGENTINOS** **EL OJO DE IBEROAMÉRICA**

**F I A P** **WAVE FESTIVAL**

**A!** **Laus** **el Sol** **LaPiz**



*Thank you!*

Find out more of my work: [mariamartipez.com](http://mariamartipez.com)

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