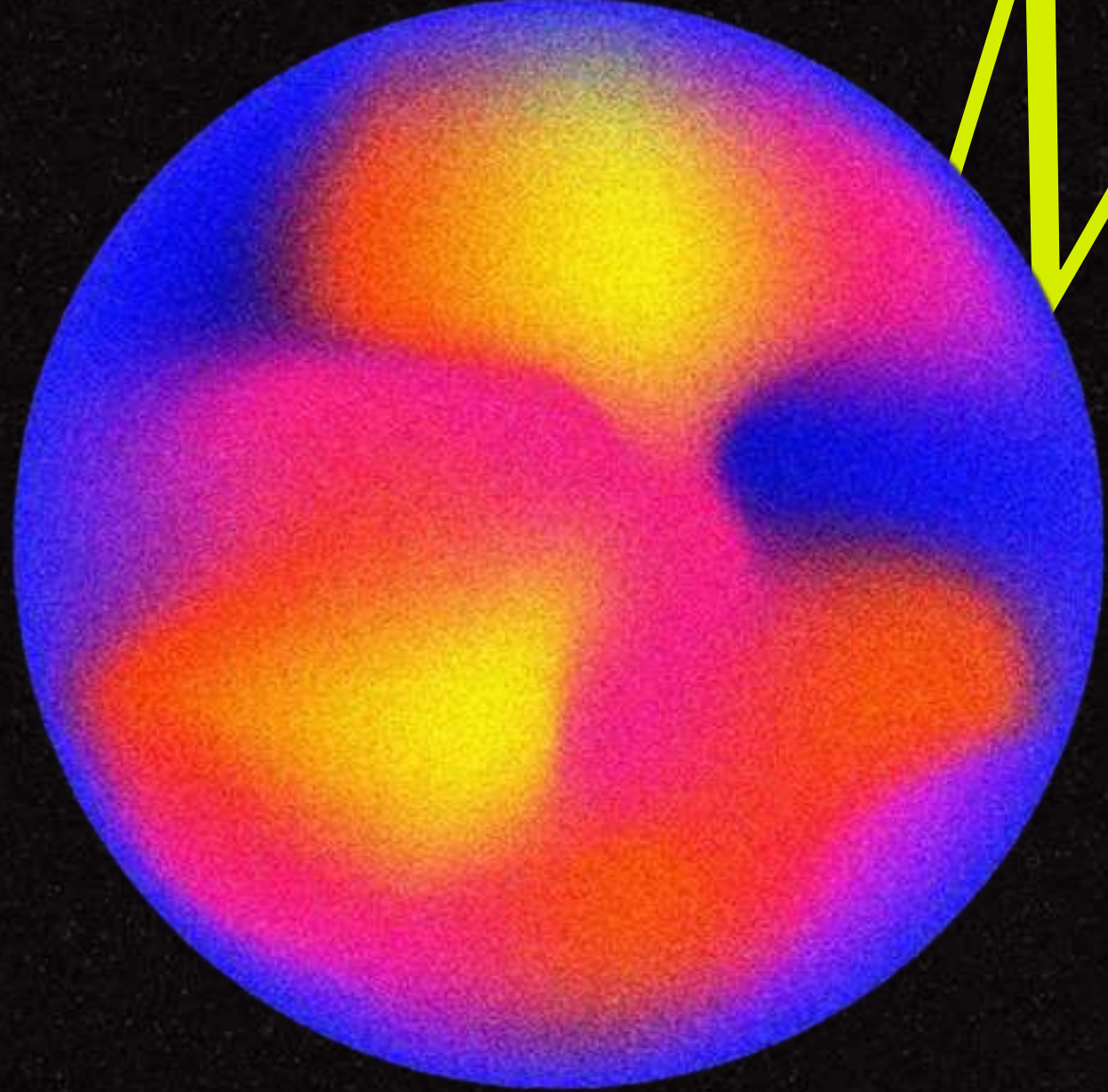


María  *Martínez*

Creative Director
Art Director *Illustrator*

Creativity sessions

Tools and exercises to help you reach your full creative potential



Hi, I'm María.

**I am a Creative Director
and Art Director.**

I have been working in advertising for over 11 years, helping brands communicate and using creativity as one of the key differentiators in a market saturated with information.

I have worked for major global brands such as Coca-Cola, Movistar, Huggies, Powerade, Sprite, Heineken, Corona... with international advertising agencies such as Ogilvy, VML&R or McCann. I have won several creativity awards at renowned festivals such as Cannes Lions, FIAP, Wave Festival, El Sol, etc.

Besides my career in advertising, I'm a restless soul who's always creating things. I'm an illustrator, I make ceramics, and I'm studying fine arts.



Here I am painting the light that enters my bedroom window as part of an expanded drawing project.



with this background, I can say...

I'm a creative person.



Over the years I've spent working on large-scale campaigns—with enormous pressure, tight deadlines, and a saturated, competitive market—I've learned a lot about creative blocks, how to deal with them, and how to overcome them.

**We can all be creative
if we know how.**

**We can train our
creativity and get
better every day.**

**With some
creativity
sessions,**

I'd like to offer a few exercises that will help you unlock the creative potential we all have —a potential that is unique to each of us.

C R E A T I V E

Creativity isn't limited to the arts or the media.

Being creative means thinking “outside the box” to find solutions that others might not see.

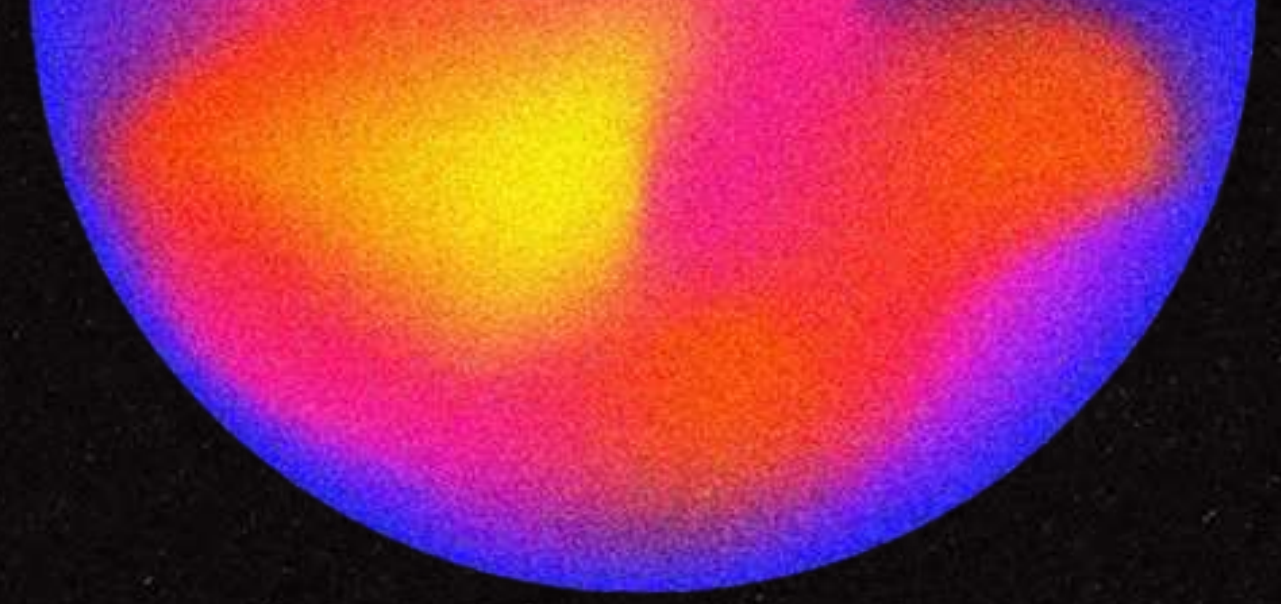
It means learning to face the “blank canvas” and getting excited about it instead of fearing it.

It's an attitude of curiosity and questioning the status quo. Like children, it means asking “why?” a lot.

Creativity sessions

These creative workshops are designed for work teams, professionals from any field, or individuals seeking to unlock and develop their creative potential. They provide a structured yet flexible environment that encourages exploration, open thinking, and innovation.

Throughout the session, participants engage in a series of individual exercises aimed at stimulating creativity and overcoming mental blocks. I also share insights into my personal creative process, offering practical approaches and perspectives. The workshop culminates in a collaborative group activity, where participants apply creative thinking techniques to solve a problem collectively.



Thank you!

Find out more of my work: mariamartipez.com

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