BELEN ARAGON

Creative Director

E: belenaragonp@gmail.com **W:** belenaragon.com

OBJECTIVE:

Experienced multidisciplinary art director with over 10 years of advertising and production experience all around the world, including the United States, Spain and Germany.

WORK EXPERIENCE:

ACD/CD Freelance *Present*
New York, New York, USA

Associate Creative Director *May 2024 - April 2026*
BBDO New York, New York, USA

Associate Art Director to Senior Art Director *February 2019 - April 2024*
Tbwa\Chiat\Day New York, NY, USA

Art Director Intern | Miami Ad School *2017 - 2018*
Tbwa\Chiat\Day New York, New York, USA
RGA New York, New York, USA
Edelman, New York, USA

Art Director Intern *2016*
Publicis Spain, Madrid, Spain

Freelance Illustrator *2013-2017*
MashMe.TV, Madrid, Spain

Editorial Designer *2013*
UNHCR ACNUR, Madrid Spain

EDUCATION:

Young Lions Creative Academy *May – June 2019*
Cannes, France

Art Direction Portfolio Program *2016 - 2018*
Miami Ad School Europe, Hamburg, Germany

Bachelor Degree in Advertising and Public Relations *2012 - 2016*
University Complutense of Madrid, Spain

Media and Communications studies *2014-2015*
University of Helsinki, Finland

Competitive Strategy Course *Jul – Aug 2013*
Ludwig-Maximilans Universität München, Germany (online)

Design Thinking Action Lab Course *Jul – Sep 2013*
Stanford University, USA (online)

TV Commercial Production Course *April 2013*
ISDE Madrid, Spain

AWARDS AND RECOGNIZITIONS:

Cannes Lions *2021*
SILVER

Art Director's Club *2021*
Bronze Cube

Art Director's Club *2021*
Merit

The One Show *2021*
Bronze Cube

Young Lions USA *2020*
Digital Bronze

Andy Awards *2020*
Idea - Gold

Art Director's Club *2020*
Silver Cube

The One Show *2020*
Public Relations - Bronze

The One Show *2020*
Creative Effectiveness - Merit

The Webby Awards *2020*
Best Media Strategy - Nominee

Shorty Awards *2019*
Social Good – Best in Sports Winner

Shorty Awards *2019*
Social Good – Gender Equality Finalist

Cannes Lions *2019*
Shortlist

Effie Awards *2019*
Entertainment & Sports - Gold

The One Show *2019*
Bronze Pencil

SABRE Awards *2019*
Best Campaign Winner – Entertainment

Cannes Lions *2018*
Bronze

The One Show Young Ones *2018*
Gold Pencil

Creativity International Awards *2018*
Gold

Summit International Awards *2018*
Silver

Student of the Year by L:urzers Archive *2018*
Top 5

Future Lions *2018*
Shortlist

SXSW Interactive Innovation Awards *2018*
Finalist

Art Director's Club Global *2018*
Merit

Art Director's Club Germany *2018*
X3 Merit

New York Festivals *2018*
Merit

D&AD New Blood *2017*
Wood Pencil Winner

Lürzers Archive *2017*
Print Published

The One Show Young Ones *2017*
Merit

Tú y el Gurú Contest *2016*
Bronze

LANGUAGES:

Spanish *Mothertongue*

English *Proficiency*

German *Intermediate*