

antonio fragoso

creative director | copywriter

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EXPERIENCE

Freelance, NY — *Freelance Creative Director / Copywriter*

2023 - PRESENT

Creative Excellence and Campaign Development

- Developed creative concepts and designs for American Express, Verizon, Orangetheory Fitness, Panera, Square, Hilton, and Tajin
- Led and mentored creative teams, fostering their career growth and development

TikTok, NY — *Global Creative Director*

2020 - 2023

Strategic Leadership and Global Brand Development

- Led the global development of "TikTok" and "TikTok for Business" brand identities, driving successful market penetration
- Managed cross-functional teams to create scalable product initiatives, content frameworks, and training modules to inspire the industry to develop TikTok-first strategies
- Directed the creative launch strategy for global product releases and naming new initiatives
- Developed creative strategies for launching titles on the platform for top gaming companies, including PlayStation, Nintendo, EA Games, Xbox, Niantic, and WB Games

Miami Ad School, LATAM — *Professor*

2018 - PRESENT

Mentoring Future Creative Minds

- Mentored and advised students in developing award-winning creative concepts for student competitions
- Collaborated with industry experts to design a curriculum based on current media trends

McCann Worldgroup, NY — *Associate Creative Director*

2016 - 2020

Leadership and Award-Winning Campaigns

- Oversaw and mentored creative teams, leading to award-winning advertising campaigns for USPS, eBay, and Verizon
- Led creative direction for key accounts, including eBay US and Great Wolf Lodge.
- Spearheaded new business pitches, securing 8 new global accounts.
- Led product innovation projects for USPS, unlocking new revenue streams.

SKILLS

Creative Strategy
Branding & Identity
Creative Development
Product Innovation
Cross-functional Leadership
Strategic Thinking
Integrated Marketing
Social Media Marketing

AWARDS

Cannes Lions
One Show
Clio Awards
NY Festivals
Webby Awards
ADC Awards
London International Awards
D&AD Awards
D&AD New Blood Awards
Effie Awards
El Sol de Iberoamerica
Cresta Awards
Epica Awards
AICP
Awwwards
FIAP
Circulo de Oro Mexico
Future Lions
Applied Arts Magazine
Graphis New Talent Annual

LANGUAGES

English - Native
Spanish - Native
Portuguese - Proficient
German - Intermediate

EDUCATION

Miami Ad School – *Copywriting*
Universidad Iberoamericana – *MBA*
Tecnologico de Monterrey – *BBA*