

antonio fragoso

creative director | copywriter

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PROFILE

Passionate Creative Director with a track record of driving brand success for global clients, leading and mentoring creative teams, and fostering a culture of creative excellence. Known for innovation and strategic thinking, I excel in developing creative concepts that resonate with the audiences and deliver impactful results.

EXPERIENCE

Freelance, NY — *Freelance Creative Director / Copywriter*

2023 - PRESENT

- Developed creative concepts and designs for American Express, Verizon, Orangetheory Fitness, Panera, Square, Hilton, and Tajin
- Oversaw and mentored creative teams to develop social-first advertising campaigns
- **Agencies:** Golin, Mother LA, SuperBloom, MullenLowe, Momentum Worldwide, and d expósito & Partners

TikTok, NY — *Global Creative Director*

2020 - 2023

- 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
- Created global frameworks for naming new products and initiatives
- Developed creative strategies for PlayStation, Nintendo, EA Games, Xbox, Niantic, and WB Games to launch their new titles on the platform successfully

Miami Ad School, LATAM — *Professor*

2018 - PRESENT

- Mentored the next generation of creative minds
- Advised and tutored students to develop creative concepts for student competitions, leading to numerous award-winning campaigns
- Collaborated with industry experts to develop a new curriculum based on current media trends

SKILLS

Creative Direction.

Copywriting

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

EXPERIENCE

McCann Worldgroup, NY — *Associate Creative Director*

2016 – 2020

- Oversaw and mentored a team of creatives to develop award-winning advertising campaigns for USPS, eBay, and Verizon
- Led the creative direction for the eBay US and Great Wolf Lodge accounts
- Supervised the creative development of 10+ pitch decks, winning 8 new global accounts
- Spearheaded product innovation projects for USPS to unlock new revenue streams
- Developed award-winning advertising campaigns for USPS, Verizon, NY Lottery, Choice Hotels, US Army, Honeywell, Lysol, and Great Wolf Lodge

LANGUAGES

English – Native

Spanish – Native

Portuguese – Proficient

German – Intermediate

EDUCATION

Miami Ad School, NY — *Copywriting*

Universidad Iberoamericana, Mexico — *Branding*

Tecnologico de Monterrey, Mexico — *BBA*