

Adrian Tschubarov

Senior Creative Director

Portfolio

<https://tschubarov.com>

LinkedIn

<https://www.linkedin.com/in/adriantschubarov>

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Current Location

Buenos Aires City, Argentina

Open for remote, hybrid, or onsite work models, and to be relocated.

“Award-winning Advertising Creative and Marketing Professional with over three decades of experience leading world-class teams and building brands through storytelling and design. Skilled at setting creative strategy, analyzing data and trends, and crafting emotionally compelling campaigns across digital and traditional media.

Passionate about designing consumer experiences to build long-lasting connections with brands.”

CORE QUALIFICATIONS

- Over **35 years of experience as Creative Director** leading copywriting, video, design and content teams and more than **13 years as Senior Brand and Marketing Director**
- Track record of **driving brand growth** through innovative and impactful campaigns across digital media and advertising
- Proficiency in **creative strategy, trends analysis, data-driven insights and project management**
- Bilingual in **English and Spanish** with excellent communication and presentation skills
- Strong **leadership, mentoring and interpersonal skills** with the ability to inspire top creative work
- Branding and Marketing expertise with an **eye for details and exceptional aesthetic sensibility**
- Hands-on expertise in **all of the areas of Communication**: Branding Advertising, Marketing, and Design
- 26 International **awards and accolades**
- Proven track leading and mentoring creative, **multidisciplinary, multicultural, multinational teams**
- Proficient in Content Management, eLearning, product management and Consumer Experience design.
- Passionate about effective communication, human behavior and personal growth
- Mastering visual and written narratives by utilizing the most effective storytelling frameworks and techniques

SKILLS, CAPABILITIES & COMPENTENCIES

PRACTICAL SKILLS

- Creative/Marketing Strategy
- Creative Direction
- Business Acumen
- Content Creation
- Persuasive Copywriting
- Storytelling Frameworks
- Branding & Identity
- Neuromarketing
- UX/UI Design
- Pitch Decks / Sales Pitch / Case Studies
- Consumer Experience and Customer Journey Mapping

SOFTWARE MASTERY

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premier
- Adobe Animate
- Adobe Audition
- Adobe Dreamweaver
- Adobe Acrobat
- PowerPoint
- Microsoft Office Suite
- Team and Project Management Tools

SOFT COMPETENCIES

- Project & Time Management
- Mentoring, & Coaching
- Team Leadership
- Team Building
- Inter-department Liaison
- Public Speaking
- Effective Communication
- Presentation skills
- Fluent in Spanish & English
- Creative thinking and problem solving
- Self-starter, self-motivated, self-organized, self-disciplined

26 AWARDS AND ACCOLADES

London International Award
New York Festivals
Premio Clarín (Clarín Award)
Caracol de Plata Award

Promax
Premio Noticias (Noticias Award)
FundTV Award
Santa Clara de Asís

Golden Pencil
Martin Fierro Award
Guirlande d'Honneur
FICTS (more on my website)

RELEVANT EXPERIENCE

2020-Present

Legal Credit Solutions
Senior Brand & Marketing Director

Ref.: Yahairie Tapia, CEO
+1 (787) 560-8866

- Provide creative direction and consultancy to shape brand strategy, content marketing, product branding, advertising, and internal and external communications for a fintech startup and its group of companies.
- Write creative briefs, work with the creative team to execute them, leading and taking ownership of the projects.
- Act as liaison between agencies, creatives, board and sales teams
- Led the rebranding of 9 companies under the group, delivering a cohesive brand system and style guide.
- Increased brand awareness, customer engagement and product sales through impactful digital marketing campaigns and strategic partnerships.
- Created GTM strategies to launch different brands.

2010-2020

White Bridge Capital Management
Brand & Marketing Director (Part-time, Contract)

Ref.: Pablo Venturino, CEO
+1 (917) 562-4051

- Developed and executed the company's brand and content strategy across digital and traditional media.
- Developed projects proposal documents, pitch decks and case studies.
- Led branding, marketing collateral, advertising and internal communication initiatives.
- Increased brand recall and customer engagement through media management, email marketing automation, and strategic partnerships.

RELEVANT EXPERIENCE

2015-Present	Performance & Personal Coach	<ul style="list-style-type: none"> Partner with elite athletes, successful business owners and C-Suit executives, and esteemed medical professionals to maximize their performance and achieve their goals faster and smarter. Guide public figures and C-Level executives in developing and enhancing their personal brand through targeted coaching and branding strategies.
2003-Present	Creative Director, Brand Consultant & Marketing Coach	<ul style="list-style-type: none"> Led creative strategy and content production for global brands and innovative startups, delivering impactful campaigns and brand identity systems across digital media, advertising and traditional marketing collateral. Worked with the world's leading advertising and digital agencies and with small creative boutiques. Notable Clients: Smithsonian Institution, NOAA, Pepsi, AS-COA, Mullermilch, PetCo, StateFarm.
2008-2010	Glubble by Glaxstar Creative & Art Director	<ul style="list-style-type: none"> Produced and directed video games, virtual worlds and digital content for families and children. Led UX, UI and interaction design to create highly engaging consumer experiences for over 10,000 users. Worked closely with game designers, animators, developers and creative teams to set and achieve key performance indicators.
2003-2005	Rapp Collins / La Age Creative & Art Director	<ul style="list-style-type: none"> Led creative and design teams to win and deliver the Renault automotive account. Improved the quality and effectiveness of creative work, mentoring teams and optimizing processes. Fostered a positive, collaborative and results-driven environment, keeping teams motivated to achieve campaign objectives.
1998-2003	CHTS Digital CEO / Creative Director	<ul style="list-style-type: none"> Founded the first Latin American digital full-service agency to help clients adopt digital transformation. Formed and managed a team of six techno-creative monsters.
1991-2003	CHAS/TSCHUBAROV Communication CEO / Creative Director	<ul style="list-style-type: none"> As CEO & Founder, I took the agency from zero to success, winning accounts in contest against the well-known agencies. Pioneered the use of digital tools for photo retouching and design. Won 26 international awards. Formed and managed a team of 17 badass creatives, designers and production managers.

EDUCATION

2015-2016	Professional Ontological Coaching & Leadership Certification EFL - Escuela De Formación De Líderes - Buenos Aires
1991-1992	Graphic Industry Business Operation Asociación Guttenberg - Buenos Aires (incomplete)
1988-1989	Electronic Engineering UTN - Universidad Tecnológica Nacional - Buenos Aires (incomplete)
1985-1988	Electronic Engineering UBA - Universidad de Buenos Aires (incomplete)

I look forward to discussing how I can be of assistance in this role. Thank you.

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