

# Ale Ortiz

New York, NY

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## WRITER + CREATIVE DIRECTOR

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### Me

With years of experience in the advertising industry (after actually working in the medical field as a Paramedic, Phlebotomist, Histology & Pathology Assistant, Cardiac ICU Operations Technician, and a Veterinary Technician), I am a creative leader who has proven Pharma and medical 'hands-on' experience and can develop and execute campaigns that combine storytelling, innovation, and effectiveness.

My passion is to create work that moves people, challenges assumptions, and inspires action. I enjoy collaborating with talented teams and partners to bring ideas to life, from concept to execution. I also have a diverse background and interests, ranging from travel, music and theater to science, medicine and motorcycles, that inform my creative approach.

### Experience

#### **Freelance Writer + Creative Director**

**Agencies:** Arnold Worldwide, Chemistry, D'Exposito & Partners, etc.

**New York, NY - 2023-present**

I've collaborated with agency teams across several industries, helping them develop, improve and execute effective work for both Multicultural and General Markets.

**Clients:** Enhance Health, Progressive Insurance (Dr. Rick campaign), Beyond Meat, Toyota, Tajín Seasoning, etc.

#### **Writer + Creative Director**

**Campbell Ewald, New York, NY - 2021-2022**

I lead the NY creative department and helped revive New York State's tourism and business development after the pandemic, while working on a number of other amazing projects, such as branding and launching Constellation Brand's new Ahora Tequila Seltzer, rebranding NYC's area airports like LGA, JFK, and EWR, finding high-quality recruits for the Port Authority Police Department, and expanding the commercial reach of a beloved Arizona dairy farm.

**Clients:** I ❤️ NY, Empire State Development (NY State tourism and business initiatives), Garanimals, Port Authority of NY & NJ, PAPD, Constellation Brands (Ahora Tequila Seltzer, Casa Noble, Mi Campo), Shamrock Farms, Mutual of Omaha, Clyde May's whiskey.

#### **Writer + Creative Director**

**Casanova//McCann, New York, NY - 2006-2020**

I was hired to start and lead the NY creative department from scratch. At the time the office only had one account, the U.S. Army, and then one creative, me. That changed quickly as I helped pitch and win brands such as Janssen's Invokana (which we launched), Lovaza, GSK,

Entresto, Novartis, Taiho, etc. And was the creative lead for 14 years on highly regulated brands such as Cigna, Cigna Healthspring, US Army, USPS, NY and CA Lotteries.

**Clients:** Lovaza, GSK, Invokana, Janssen, Entresto, Novartis, Taiho, Michelle Obama's LetsMove.org, Cigna, Cigna Healthspring, UNICEF, Coca-Cola, Denny's, U.S. Army, Microsoft, U.S. Postal Service, NY Lottery, Miller Lite, Corona, Negra Modelo, Bud Light, Nescafé, Nesquik, Ulta, L'Oreal, MasterCard, Nestlé Pure Life, Minute Maid, Stouffer's, Ad Council, Verizon, Staples, Time Warner Cable, OK Cable, Nature Valley, Madison Square Garden, Nestlé Boost, ProMujer.org, WWF (the panda, not the wrestlers).

### **Creative Director + Consultant/Advisor**

**Ad Council - Creative Review Committee, New York, NY - 2007-2018**

As a member of the CRC I was responsible for reviewing and approving campaigns' strategic and creative direction to help raise the bar in an effort to maintain the Ad Council's standard of excellence and to promote social change, and mostly focused on health-related issues.

**Campaigns:** Child Oral Hygiene, Lung Cancer, Childhood Obesity, Child Car Safety, Disaster Relief, Emergency Preparedness, Pet Adoption, Buzzed Driving, Discovering Nature, etc.

### **Writer + Creative Director**

**TBWA\CHIAT\DAY True Agency, Los Angeles, CA - 2005-2006**

I was hired as Creative Director to take over the creative reins for all the brands at the agency, helping launch the new Nissan Murano models, the brand new Nissan Versa, and even the Nissan Micra in Europe. We also successfully repositioned the weakening AARP brand and gave it a refreshed jolt of life.

**Clients:** Nissan, Infiniti, AARP, Hilton Hotels

### **Senior Art Director**

**DEUTSCH, Los Angeles, CA - 2004-2005**

I did a lot of fun and effective work, from grassroots to TV, for great beer, food and fashion brands, helping these brands break through in their densely cluttered categories.

**Clients:** Coors, Coors Light, Old Navy, TGIFriday's, Cici's Pizza, Mexicali, Aspen Edge beer

### **Writer + Art Director + Associate Creative Director**

**THE VIDAL PARTNERSHIP, New York, NY - 2001-2004**

I co-led the creative teams on the below brands. We helped the agency become "Agency of the Year", won 3 Radio Mercury Awards 3 years in a row, a first in the industry, and won over 20 other awards, including a couple of "Best of Shows" in creative festivals. I was an integral part of the "New Biz Team", pitching and winning about 10 accounts in one year.

**Clients:** Heineken, McDonald's, Target, Wendy's, Old Navy, MasterCard, DirecTV, Kohl's, Citibank, Johnnie Walker, Buchanan's, Amstel Light, Century 21, Helzberg Diamonds, etc.

### **Writer + Art Director + Associate Creative Director**

**LEO BURNETT, Prague, Czech Republic - 1999-2001**

After a successful year at Leo Burnett's headquarters in Chicago, I was promoted to ACD and asked to go to Prague to lead their international brands' creative team. As much as I tried to write in Czech for their local brands, they didn't let me, but I did some pretty great work in English for their international brands, helping the agency become "Agency of the Year".

**Clients:** Coca-Cola, Sprite, Fiat, CV Online, GE Capital Bank, Prague Zoo, Pilsner Urquell beer, Hospodarske Noviny newspaper, Radegast beer, World Online, Kooperativa Insurance

**Art Director**

**LEO BURNETT, Chicago, IL - 1998-1999**

I went to Leo as an intern and within 2 weeks earned a job offer after selling 2 campaigns for Nintendo, including one for a Star Wars game. My first client presentation ever was to George Lucas and Nintendo's President. My ECD advised me to make them laugh. I did. It worked.

**Clients:** Nintendo, Disney, Disney Cruise Line, Kellogg's, Keebler, Phillip Morris anti-smoking

Education

**MIAMI AD SCHOOL, Miami + Minneapolis + Chicago**

Copywriting + Art Direction

**BERLIN SCHOOL OF CREATIVE LEADERSHIP, Miami, FL**

Creative Leadership

**KANSAS STATE UNIVERSITY, Manhattan, KS**

Microbiology + Pre-Veterinary Medicine

Languages

**English + Spanish**

Awards

**Cannes, One Show, Clio, LIA, D&AD, ADC, Addys, Radio Mercury, NYF, Creativity, etc.**

Full list at [aleortizcreative.com](http://aleortizcreative.com)