

CLARISSA SANCHEZ-CUENCA ALOMAR

**Creative Director experienced in copywriting,
commercial editing and graphic design.**

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EDUCATION

Hebron Academy. Junior Year 1987-88, Maine. U.S.A.

Universitat Autònoma de Barcelona (U.A.B.) Bachelor of Communication Sciences. 1995

Université Stendhal de Grenoble (France) ERASMUS scholarship: IUP3 Communication. 1993-94

Copca scholarship. Lima, Perú. 1994-95

FREELANCE CREATIVE DIRECTOR 2010-2018

-Currently: Creative Director / copywriting - *transcreation* at us.hogarthww.com

-[Cortana](#): Brand communication. 2012

-[women'secret](#) – with [Cla-se](#) graphic studio— Local and global communication. 2004-2013

In-store advertising, brand book, pressroom, blog, mybasics brand launch.

-Other clients: **USP Dexeus, Ligeresa, Lakmé, Barcelona Activa, Picnik-Barcelona, Carolina Herrera, Escola Decroly.**

EDITING 2002-2005

-Commercials:

Nissan, Pans&Company, Nassica, Bocatta, Securitas Direct, ADN, Ajuntament de Barcelona.

-Promotional videos: MACBA, Agrolimen.

-Visuals and video clip for musician Alfonso Vilallonga - **Teatre Lliure**

ADVERTISING AGENCIES EMPLOYMENT HISTORY 1994-2002

-Copywriter at P&A – BBDO Lima, nº1 advertising agency in Perú. Clients: Telefónica, Samsung.

-Copywriter at DMB&B Madrid. Clients: Telefónica, Philips.

-Copywriter at McCann Erickson. Madrid. Clients: El País, Coca-Cola, Cáritas.

-Awards: Festival El Sol: Radio Grand Prix, CdeC 2001: radio

Other experiences

-Board member of the Fundació Escola Decroly de Barcelona. 2013-2018 (2016-18 President)

-Photography workshops Photoespaña: Joan Fontcuberta, Daniel Canogar.

-Literature workshops: Jorge Eslava, Sergio Pitó.

-Oral Communication workshop with Reichel Delgado en Atelier.

Languages — Bilingual **Spanish - Catalan** — Proficiency in **English** and **French**.