



# Ivel Rodriguez-Nerey

CCO - ECD- CD  
BRAND STRATEGY

- 404.660.4501
- isvelrn@gmail.com
- www.isvel.me
- linkedin.com/in/isvel/

## about

Hi, I'm Ivel, currently spearheading brand creative initiatives for arteza.com. Prior to Arteza, I spent seven years at blacQube in Atlanta & Germany, leading a team for luxury clients like Mercedes-AMG. My diverse experience includes contributions to TBWA Global, 22Squared, Publicis, and Arnold, where I played a pivotal role in new business development and created innovative campaigns for renowned brands such as Adidas, Nissan, MTV, Renault, Toyota, Coca Cola, Ocean Spray, Progressive Insurance, V.W., and T-Mobile USA.

My belief in the power of diverse experiences is rooted in my extensive journey—from the streets of Havana to the East and West coasts of the U.S., the Middle East, Asia, and finally back to the South.

Looking forward to the opportunity to discuss how my journey aligns with your team's vision.

## education

1998 - 2000  
**Creative Circus**

1990 - 1994  
**San Alejandro Academy of Arts**

## awards

- Communications art annual
- Communications art design annual
- One show
- Effie award
- New York art directors club
- Archives
- adcritic
- Seattle show
- Hatch award
- addys
- Show south
- Dubai lynx
- OMMA Awards

## clients

Mercedes-AMG, Cigarette Racing, NAPA Autoparts, Toyota, Renault, Nissan, Baskin Robbins, Florida's Natural, Adidas, Wiesmann Automotive, McDonalds, Tyson Foods, Jack Daniels, Woodford Reserve, Progressive Insurance, Ocean Spray, Coca Cola, MTV, ESPN, Timberlan, Vonage, Pinnacle Golf, Dainese and MV Augusta Motocycles.

## work experience

2020- Present  
**Arteza**  
**Global Head of Brand Creative & Marketing**  
Leading brand creative for two content studios in Miami and Poland. Overseeing a team of 30+ creators, delivering innovative solutions. Also serving as Head of Marketing and e-commerce.

2012 - 2019  
**blacQube**  
**Chief Creative Director (CCO)**  
Led all creative, Design and Creative Strategic efforts for a number of clients as well as the development and mentorship of the creative team. Core member of the new business team with numerus results.

2011 - 2012  
**Sagepath Inc.**  
**Executive Creative Director**  
Was responsible for the development of the Creative Team and a number of New Business initiatives.

2009 - 2011  
**22squared**  
**Associate Creative Director**  
After a number of years working overseas I decided to return to my Southern roots and made a 2nd tour at 22squared (formally know as West Wayne). Responsible for the Creative leadership of a number of clients and the Atlanta creative team.

2009 - 2012  
**The Creative Circus**  
**Teacher of Art Direction / Concept**  
After graduating from The Creative Circus I though that was my responsibility to nurture the future creatives of our industry and shared my knowledge of the industry.

2008 - 2009  
**TBWA Dubai**  
**Group Creative Director**  
Leading all efforts across multiple accounts and the development and mentorship of members of the Creative Team.

2005 - 2007  
**Arnold Worldwide**  
**Sr Art Director**  
Worked on a number of accounts including Ocean Spray, Progressive Insurance and VW with a heavy emphasis on New Business Development.

2002 - 2005  
**Publicis**  
**Sr Art Director**  
Instrumental in the launch of T-Mobile USA and leading all Creative Efforts for T-Mobile Latin America. Other accounts included the Washington State Lotto and Emerald's Downs.

2000 - 2002  
**22squared**  
**Art Director**  
Working on Toyota, Russell Athletics and Bell South Mobility.

1998 - 2000  
**McCann Erickson**  
**Art Director / Designer**  
Working on creative efforts for Coca Cola

