

# SANTIAGO URIBE

Creative with experience in Transmedia Content Creation and Advertising



## CONTACT

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## EXPERIENCE



**CONVERGENT  
CONTENT CREATIVE  
DIRECTOR**  
2020-Present

### **RTVC - PUBLIC MEDIA NETWORK OF COLOMBIA - BOGOTÁ, COLOMBIA**

Design, create and lead convergent strategies and projects among the Colombian Public Media Network brands: Señal Colombia, Radio Nacional de Colombia, Radiónica, Canal Institucional and Señal Memoria. Create and design new media projects based on premises like narrative, interactivity and transmedia. Create conceptual campaigns for RTVC umbrella brand according to its guidelines and provide advice about brand equity for each of its sub-brands.

**CREATIVE AND  
CONTENT DESIGNER**  
2018-2020

### **CANAL INSTITUCIONAL - BOGOTÁ, COLOMBIA**

Create content products and Public Service Campaigns for Governmental Organizations like Colombia Presidential Office, Health Ministry, Government Ministry, National Fiscal Office, Environment Ministry, Commercial and Tourism Ministry, Education Ministry among others.

**RELATIONAL BRANDING  
MENTOR**  
2014-Present

### **HUBBOG, CAMPUS FOR STARTUPS - BOGOTÁ, COLOMBIA**

Advisory and mentorships to new tech entrepreneurship in growing and development stage.

**MULTIMEDIA PRODUCT  
DESIGN PROFESSOR**  
2019-2020

### **UNIVERSIDAD CENTRAL - BOGOTÁ, COLOMBIA**

Teaching multimedia product design from research to prototype and business model, for last year of Advertising Career.

**CREATIVE DIRECTOR**  
2010-2018

### **COWS LOVE UFOS CORP. - NEW YORK, USA AND BOGOTÁ, COLOMBIA**

Create and design branding, websites, mobile apps and advertising material for different international clients like: Trade Commission of Spain in NY (USA), Spanish Chamber of Commerce in NY (USA), County of Tulare Health Department in California (USA), Javeriana University (Colombia), United States Meat Export Federation, Canal Trece (Colombia), Cow Events (Spain), Uncover Colombia (United Kingdom), among others.

**CREATIVE  
COPYWRITER**  
2005-2010

### **THE VIDAL PARTNERSHIP - NEW YORK, USA**

Create and design campaigns and commercial communication to Hispanic Clients in the US: The Home Depot, Heineken, Wendy's, NFL and Oscar Mayer.

**FREELANCE CREATIVE  
COPYWRITER**  
2005

### **SIBONEY MULTICULTURAL AGENCY / BRAVO GROUP Y&R / UNIWORLD GROUP - NEW YORK, USA**

Freelance Copywriter for HSBC, Miller Lite and Colgate brands.

**CREATIVE DIRECTOR**  
2003-2004

### **EUROPUBLIC COMMUNICATIONS - SPAIN**

Create and develop campaigns for local brands like Caixa Galicia (Bank), Gadisa (Retail), INDITEX (Fashion).

**CREATIVE  
COPYWRITER**  
1998-2003

### **EURO RSCG, CREATIVOS DE PUBLICIDAD, CUBE PRESS - SPAIN AND COLOMBIA**

Create and write campaigns for different clients in Spain and Colombia, like Amstel Beer, BBVA, Education Ministry in Spain, Caracol TV among others.

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## EDUCATION



**VISUAL DESIGN  
THINKING**  
2021

### UNIVERSIDAD NACIONAL DE COLOMBIA

Short bootcamp about Creative Methodologies, Visual design thinking and Product Design.

**COLOR AND TYPE**  
2007

### PARSONS SCHOOL OF DESIGN - NEW YORK

Short course about graphic design with emphasis on Color Management and Typography use.

**PROFESSIONAL IN  
ADVERTISING AND P.R.**  
2004

### UNIVERSIDAD COMPLUTENSE DE MADRID - SPAIN

Homologation on the Advertising and Public Relations Bachelor studies.

**COMMERCIAL  
COMMUNICATION**  
2002

### UNIVERSIDAD COMPLUTENSE DE MADRID - SPAIN

Short course about Advertising and Commercial Communication trends.

**PROFESSIONAL IN  
OF ADVERTISING**  
1993-1998

### UNIVERSIDAD JORGE TADEO LOZANO - COLOMBIA

Professional on Advertising Bachelor studies.

## EXPERTISE



Native Spanish  
English as 2nd language  
Team leadership  
Adobe Creative Suite  
Creative methodologies  
Strategic thinking



## AWARDS



### GOLD AWARD - AHAA (Association of Hispanic Advertising Agencies) 2010

NFL - The soccerball of Troy

### BRONZE AWARD - AHAA 2010

The Home Depot - Mexican League of Soccer 2010

### FINALIST - EL SOL DE SAN SEBASTIAN AWARDS 2008

The Home Depot - Snowblower

## RECENT PROJECTS



**GESTAS DEL TIEMPO**  
2020-2021

### CANAL INSTITUCIONAL + RTVC SISTEMA DE MEDIOS PÚBLICOS

Interactive Transmedia TV Contest and ARG about the History of Colombia.

**UNIVERSO RTVC**  
2020-2021

### RTVC SISTEMA DE MEDIOS PÚBLICOS

Transmedia puppet show promoting Public Media Contents. TV show, Podcasts, Late show on OTT.

## HOBBIES



Design "Transmedia-ble" sci-fi contents. ARG game design, Roleplaying Games, Board Games, DJing, Movies, documentaries and music. Travel. Reading about NFTs. Watch contents about history and science to get inspira-