

Paula Ledesma

Senior creative
advertiser

experience

Senior creative

Brand positioning, strategic creativity, storytelling to humanize brands. Worked for Heineken, Red Cross, Spanish Lotto, among others..

Sra.Rushmore (WPP).
2018-2020

Junior creative

Creative concepts, internacional new business, product innovation through digital and tech. Worked for Telefonica, Bein Sports, Interflora, Opel, among others.

VMLY&R (WPP).
2016-2018

Junior creative

Large-scale national campaigns. Learned how to create 360 projects. Worked for IKEA, Coca Cola, Campofrio, Barceló Rum, among others.

McCann Worldgroup
2015-2016

Brand Manager Assistant

Help in the brand positioning of a Spanish fashion start-up. I learned how to communicate new business models.

Miller&Marc
2015

languages

Native Spanish

English Proficient

I am a very extrovert person who loves to connect with people, and people with brands. The best link is always a good story: a commercial, a branded content, a brand positioning...or even a coffee in the hall.

contact

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portfolio:

<https://bit.ly/PaulaLedesmaRiego>

education

Advertising and PR - CEADE UNI

2011-2015

Digital Startegy - NTIC Master

2015

awards

Silver Lion

Cannes Lions Cyber

Bronze Lion

Cannes Lions Low Budget-High Impact

Bronze Lion

Cannes Lions Social & Influencer

Bronze Lion

Cannes Lions Print

Shortlist

Cannes Lions Film

Shortlist

Cannes Lions Cyber

Shortlist

Cannes Lions Film

Shortlist

Cannes Lions Radio