

MARTA IBARRONDO

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EXPERIENCE

Freelance | Creative Director | June 2020-

BBH NY | Group Creative Director | 2019-2020

J.P. Morgan | Freelance Executive Creative Director | 2017-2019

Freelance | Creative Director | 2013-2020

180 LA | Freelance Creative Director | 2013-2013

Saatchi | Freelance Creative Director | 2012-2013

McGarryBowen | Group Creative Director | 2009-2012

TBWA/CHIAT/DAY | Freelance Creative Director | 2008-2009

Freelance | Creative Director | 2001-2008

SAP | Freelance Creative Director | 2005

Spike DDB | Creative Director | 1999-2001

Kirshenbaum & Bond | Senior Art Director 1996-1999

Chiat/Day | Art Director | 1995-1996

PERSONAL PROJECTS

Trump Hole Covers

Founder, product development, digital, ecommerce, videos

The Unzipped Truth

Founder, illustrator, Huffpost blogger, street artist, provocateur

Corde

Digital, ecommerce, viral videos, product development & packaging

Fidel/Cathy's Present

Wrote, directed & produced two award winning short films

BRAND EXPERIENCE

Sports: Zumba, Adidas, Reebok, Foot Locker, N.Y Knicks, 6:02, Finish Line **Beverages/Liquors:** Absolut, Pepsi, Snapple, Hennessy, Moët & Chandon, Veuve Clicquot, Antonioni Wines, Patron, Bacardi, Belvedere, Sodastream **Beauty:** Chanel, CoverGirl, Mac, Revlon, Olay, Maybelline, L'Oreal, Johnson & Johnson **Automotives:** Honda, Jeep, Citroen, Lexus, Jaguar **Travel/Hospitality:** United, Delta, British Airways, Marriott, Taj Hotels, Renaissance Hotels, Roommate Hotels, Carnival Cruises **Financial:** J.P. Morgan Global, J.P. Morgan Asset Management, Neuberger Berman, Morgan Stanley, Trade Station, Mastercard, Citibank, Deutsche Bank, DLJ, Tiaa-Cref, Chase Private Bank **Technology:** Google, Microsoft, grubhub, Intel, Verizon, Fios, Sirius Radio, Dell, AT&T, Salesforce **Corporate:** Chevron, Accenture, XL Insurance **Foods:** Danone, Skittles, Starburst, Snickers, Dove Ice Cream, Burger King, Mcdonald's, Blimpie, Subway, Prego **Haircare:** John Frieda, Thermasilk, Pantene, Head & Shoulders, Aussie **Packaged Goods:** Kleenex, Carefree, Trojan, Gillette, Halls, Dentyne, Listerine **Fashion:** Vaserette, Vanity Fair, Warcoal, Coach, Target, Eclectic **Health:** Weight Watchers, Advil, Tylenol, Prudential Healthcare, Viagra, Oxford, Viacord, Zolof, Botox, Movantik, Galderma, Anacor

EDUCATION

University of Pennsylvania

Annenberg School of Communications and Journalism

LANGUAGES

Fluent in English, Spanish & French

Proficient in Italian

USA & EU Passports

AWARDS

One Show, Cannes, Communication Arts, Art Director's Club, Archive, Andy, Print (annual), Graphis (poster, design & advertising annuals), ADDY

Hollywood Film Festival, Sundance, London Film Festival, Melbourne Film Festival, Edinburgh Film Festival, Newport Film Festival, Cartagena Film Festival, Bilbao Film Festival