

# Mathias Waicman

CREATIVE ART DIRECTOR | CONTENT CREATOR

## WORK EXPERIENCE

### FREELANCE CREATIVE ART DIRECTOR

R/GA, Leo Burnett, Edelman, Havas, Doner & More 2014 - Present

I've worked as a Jr to CD level.

### CONTENT CREATOR & DIRECTING

Gypsy Content, / Chicago / 2017 - Present

I've been shooting content for small clients. I've worked as a director, producer, writer, actor, art director, stylist and carpenter.

### SR ART DIRECTOR

McGarry Bowen / Chicago / 2014 - 2014

I've worked for the general and the hispanic markets for Disney, Triscuit, Pizza Hut, Lunchables.

### ART DIRECTOR

Leo Burnett / Chicago / 2010 - 2014

I've worked as an art director for Mc Donald's, Kellogg's, Hallmark, Allstate and esurance.

### "CCO"

72 DPI / Miami / 2008 - 2010

Together with a friend, we made the bold decision to establish an interactive agency while still in our junior years. Our approach involved handling creative and account services within the United States, while outsourcing the programming aspect to Argentina. One of the most remarkable achievements in my career was securing a successful pitch against renowned agencies in Miami, as it allowed us to secure a project with Yellow Pages.

### INTERNSHIP

CP+B / Boulder

Ogilvy / Sao Paulo

## LANGUAGES

**ENGLISH**  
Fluent

**SPANISH**  
Native

**PORTUNOL**  
Good

## CLIENTS

**Beer & Liquor:** Mike's Hard Lemonade, Coors, Modelo, Courvoisier.

**CPG:** Fanta, Bertolli, Vitamin water, Kellogg's, Kimberly-Clark, Kraft, Triscuit, Mars, Heinz.

**Gaming:** Nintendo

**Insurance:** Allstate, esurance.

**QSR:** Pizza Hut, McDonald's, Carl's Jr,


**Retail:** Walmart, Hallmark, Autozone



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## EDUCATION

### Art Direction Portfolio

Miami Ad School

### Acting

Conservatory of Dramatic Arts, Argentina

### Filming and Photography

University of YouTube

## SKILLS

Photoshop

Illustrator

Indesign

Premier

Final Cut

Lightroom

Film Directing

Photography

Microsoft Office

## AWARDS

Cannes

One Show

Clio

Young Guns

Shark

Obie

Addy