



MARCOS MONROY LOPEZ

DESIGN MANAGEMENT &
CREATIVE DIRECTION

Marcos is a Creative Director and Visual Designer currently working in Taipei. Before relocating to Taiwan, he was working since 2009 in some of the most important advertising agencies in Mexico City.

Throughout his career, he has been involved in integrated content creation for premium brands such as Domino's Pizza, Pepsico, Heinz, General Motors, Unilever, Walmart, Nissan and AB InBev among others.

CONTACT

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PORTFOLIO

www.marcosmonroy.net

CURRENTLY IN

Xinyi District, Taipei City
Taiwan

Gold Card
Open Work Permit

LANGUAGES

Business Level English
Native Spanish
Intermediate French

AWARDS

[2019 Totem Awards - Gran Prix](#)
[2007 Advertising Students Award - Gold](#)

SKILLS

Creative Direction
Strategic Leadership
Creative Copywriting
Generative AI
Brainstorming
Graphic Design
Art Direction
Branding
Illustration
Storyboarding
Storytelling
Video Edition

WORK EXPERIENCE

2020–Present

HEAD OF DESIGN & PRODUCTION

The Renewable Construction Academy

Currently leading the production team and operationalizing AI tools to boost content creation for RECOA's e-learning platform in collaboration with a global team based in Europe and Asia. Set the brand identity and visual content guidelines for RECOA's e-learning platform and Social Media content.

2016–2019

ASSOCIATE CREATIVE DIRECTOR

TBWA Mexico

Developed high-impact creative advertising campaigns from concept to completion for premium brands such as Domino's Pizza, Vips, Nissan, Bachoco and GNP insurances. Evaluated and contributed to the creative team's ideas and translated them into actionable project plans and strategies for social media and traditional media.

2014–2015

SENIOR CREATIVE COPYWRITER

Upgrade Marketing

Collaborated with designers and the production team to complete all phases of our clients' projects. Primarily experiential marketing, corporate presentations and social media advertising for Grupo Modelo AB InBev, Starbucks, Volkswagen and Unilever.

2010–2014

CREATIVE COPYWRITER

Olabuenaga Chemistri (Publicis Groupe)

Developed advertising projects for brands such as Walmart, PepsiCo, Tecate, Lala, Movistar, Banamex, Grupo Posadas, Church & Dwight and General Motors.

EDUCATION

2009

El Semillero/DDB Mexico Portfolio School

Creativity in Advertising Diploma

2007

University of Illinois at Chicago

Graphic Design Courses

2003–2008

Autonomous University of San Luis Potosí

Bachelor's Degree in Graphic Design