**Esteban Lorenzut** Creative & Planning Manager

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**Honors and Awards 5th world ́s Executive Creative Director & 2nd World Integrated Agency according to Won Report 2009.**

**More than 150 awards** including Cannes Lions (x5), DMA Echo Awards (x14), New York Festivals (x4), plus Caples, Golden Globe, Ojo, Wave, Mercurio, FIAP, Lápiz de Oro, Jerry Goldenberg, Amauta, Amdia, etc. including 4 Grand Prix & 6 Special Awards

**Jury at** Cannes Lions, Echo Awards, Caples, Clarín, Ojo, Wave, Làpiz, Diente, Amauta, Amdia, FIAP, 2 times as Jury President.

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**Experience**

**CPD Creative Planning Director at LE Boutique** 2010 - Present (4 years)

CEO at MuestraGratis. https://www.facebook.com/muestragratis14 Planning consulting / Creative freelance for agencies & production houses as Ostara, Mutis, Rapp, WebAr, Cannes Chimera, pornhub.net

**Integrated Creative Director DDB Argentina/ Tribal** 2012 - 2014 (2 years)

Procter & Gamble, Unilever, BBVA, McDonald´s, Gillette, Pampers, Clorox,

**Integrated Creative Director Grey Group/** Oct 2010 - Nov 2011 (1 year 2 months)

CD for Procter & Gamble mainly. Have developed activations on & off line and even direct, general ad campaigns for Pantene, Pringles, Eukanuba, Herbal Esences, Playboy, GSK, Biopiscinas, La Anónima

**Executive Creative Director at CP Proximity** May 2003 - October 2010  7years leading an independient integrated project that becames the 2nd World's agency.

Works at planning & creative to direct, digital, general ad, Promo and integrated projects for Telecom, Arnet, arnet.com.ar, Gas Natural, diario El País, Wines of Argentina, Banco Privado, WAPI, Coca-Cola, Personal, Banco de Galicia,

**Planner & Creative Director at Ostara 360** 2005 - July 2010 (5 years)

Have collaborated with the launch, developing & formatting of the agency departments for Personal,BlackBerry, SAP, Santander Río, Bodegas Orfila, YPF, etc

**Creative Director at FiRe Advertainment** August 2001 - May 2003 (1 year 10 months)

**General Creative Director at DDB Dreams (aka Tripty Co.)** February 1998 - July 2001 (3 years 6 months) works in Digital & Direct campaigns for Telefonica, Speedy, BankBoston, ScotiaBank, Sheraton Hotels, etc

**Creative Director at Meyer & Meyer** May 1996 - February 1998 (2 years)

Promo & Direct for Visa, Ford, Previnter, BankBoston, 1784 Founds, La Caja, BNL, etc

**Redactor at Gowland Publicidad, Ratto BBDO, M&M, Radio Mitre/FM 100.** 1994 - 1996 (1 year)



**Publications**

**Introd. a la Clase B** Ed. Corregidor 1996 Premio Estimulo Fondo Nacional de las Artes

**Eterna Tertulia** Ed. Dunken 2000

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**Education UBA Master's degree, Marketing Interactivo, 2012 - 2012**

**CIC/ Fundación TEBA Graduated, Dirección Cine & TV, 2000 - 2003**

**UCES Bachelor, Advertising, 1988 - 1992**

**Courses** DDB Argentina Catalyst for Coachers 2013- Social Media Strategic 2012/3- UBA Marketing Interactivo 2012-  WPP Shopper MKT 2011- DMA Creative Strategic 2008

 **Languages** English Portuguese Spanish

**Volunteer Experience** Creative at Médicos Sin Fronteras (MSF)- Fundación Sales- Varias ONG