


# Alejandro Webelman

 webelman.com

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## EXPERIENCE

Televisa Univision - NY 2022 - Ongoing	Creative Director at Así Studios Connecting brands with U.S. Hispanics in a culturally relevant way.
Droga5 - NY 2018 - 2022	Freelance Bilingual Copywriter Worked on integrated campaigns for Dos Equis, IHOP, and JPMorgan Chase to reach U.S. Hispanics.
FCB Health - NY 2021 - 2022	Associate Creative Director Adapted campaigns for Briviact, Nayzilam, and Jynarque to engage with U.S. Hispanics.
Culture One World - DC 2021 - 2021	Group Creative Director Collaborated with a cross-functional team to create multicultural campaigns for Amtrak, NHTSA, and NKF.
Priorities USA - NY 2020 - 2020	Sr. Copywriter Created digital campaigns in support of the Democratic party in the 2020 election year.
Freelance - NY 2017 - 2018	Bilingual Copywriter Concepted, transcreated, adapted, and pitched concepts with a cultural lens for a plethora of clients.
Cien Plus - NY 2015 - 2017	Creative Director Led creative developed from digital to experiential and everything in-between for U.S. Hispanics.
Voxy.com - NY 2012 - 2015	Creative Lead Worked on UX copywriting, brand voice, and creating content for English language learners.
Other Ad Agencies 2002 - 2012	Alazraki, CDMX   Latinvox, NY   Adrenalina, NY   Bromley, TX   Globalhue, NY Learned the ropes of advertising writing for Grupo Modelo, Telmex, Janssen, Tecate, Coors, and Verizon.

## AWARDS & PUBLICATIONS

Silver	MM&M Award   Best Multicultural Campaign Valeant Pharmaceuticals Clear + Brilliant pélo™ "No More Hair. More You."
Lürzer's Archive	Issue 3/2016: FILM. Valeant Pharmaceuticals Clear + Brilliant pélo™ Online Video "My Name Is..."
Gold	AHAA - AdAge Hispanic Creative Advertising Awards   TV Tecate Light - "Papás"

## EDUCATION

2007 & 2010	Filmmaking & Cinematography NYU SCPS - New York City
1998 - 2002	Bachelor's Degree in International Relations Universidad Iberoamericana - Mexico City