

# Natalia Mendoza

Advertising  
Mexico

View the full portfolio at <http://www.thecreativefinder.com/pistolita>

## Professional Experience and Curriculum Vitae

Creative Director with 8 years of experience in ad agencies such as JWT Mexico.

### Specialties:

Creative teamwork management. Strategic thinking for brand building as well as conceptualization, visualization, development, execution and supervision for advertising campaigns in ATL, BTL, Digital, Social Media and Interactive Media.

### Habilities:

Strategic thinking, negotiation, leadership, responsibility, commitment, building excellent relationships with clients and coworkers.

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### Especialidades:

Dirección y supervisión de equipos creativos. Pensamiento estratégico, conceptualización, visualización, desarrollo y ejecución de campañas publicitarias en ATL, BTL, Internet y Medios Interactivos.

Supervisión de producción y postproducción de ejecuciones en ATL, BTL, Internet y Medios Interactivos.

### Habilidades:

Pensamiento estratégico, negociación, liderazgo, responsabilidad, compromiso, excelente relación con clientes y equipos de trabajo.

## Previous Clientele

Financial Services: HSBC Mexico, Banco Azteca

Electronics & Technology: Iusacell

Retail Services: Elektra, Grupo Wal Mart (Superama, SAM'S Club, Vip's)

Confectionary and Snacks: Nestlé (Carlos V, Crunch, Kit Kat, Larín, Chocolate Abuelita), KRAFT (Trident, Bubbalo, Chiclet's, Halls)

Food: Unilever (Knorr)

Non Alcoholic Drinks: Coca Cola (Frutsi, Ciel, Nестea)

Pharmaceutical: Schering Plough (Afrin, Afrin Lub, Coricidín, Desenfriol, Desenfriolito, Biometrix)

Automotive: FORD

Health and Beauty: Kimberly Clark (Unika, Unilever, Kleenex, Softex, Softex Max), Wilkinson Sword (Schick), Schering Plough (Coppertone)

Alcohol Drinks: Casa Cuervo (Appleton, Smirnoff)

Government: Government of Tabasco, PEMEX

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Please kindly get in touch for portfolio works.