

## **Hector L. Puig**

Curriculum vitae 2018

### **Personal information:**

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<http://bit.ly/HLPprofilepicture>

### **Web Links:**

[www.hectorpuig.com](http://www.hectorpuig.com)

[www.puigphotography.com](http://www.puigphotography.com)

[www.linkedin.com/in/hectorpuig](http://www.linkedin.com/in/hectorpuig)

[https://www.instagram.com/puig\\_photography](https://www.instagram.com/puig_photography)

[Twitter](#)

[Philosophy book 2018 \(Amazon\)](#)

[VoyageLA interview](#)

### **Professional profiles:**

- *Art Director*
- *Executive Producer*
- *Photographer*
- *Graphic designer*
- *Visual and technical scenery designer*
- *Events creator, director, coordinator and technical director.*

### **Skills**

• Fast, reliable, self-sufficient, upright, fast learner, and very creative • A strong and broad background and passion for innovation • A drive to break boundaries and craft the winning ideas • Highly conceptual and hands on • Excellent communication and presentation skills that foster on client relationships • Highly efficient in client-facing roles • Experience leading and growing a creative team • Experience working with high profile/leading consumer brands • Entrepreneurial spirit • Strong conceptual thinker from big ideas to tactical solutions • College degree equivalent • Deliver high-quality work on time and on strategy • Participate in new businesses efforts • Provide constructive, ongoing feedback to creative staff • Detail-oriented • Proactive, independent thinker • Able to adapt to a variety of personalities • Remain calm and carry on • Knowledge of innovations in culture, technology, mass psychology and marketing trends • Upbeat, positive attitude; unwavering focus until the job is done • Ability to give direction to photographers, designers, directors, editors, and other vendors as they relate to the creative output • effectively Collaborate in cross-team settings • Strong work ethic, Integrity and optimism, regardless of the situation • Leading by example, finding solutions and striving for excellence • Ability to deal with ambiguity and changes in direction

**Professional profile:****Art Director**

Innovator, responsible for the creation and execution of creative out-of-the-box concepts with notable international success. Experience in projects across all media, including but not limited to broadcast, print, e-commerce, corporate events, entertaining, TV, digital storytelling and tactics for social platforms. well-versed in digital innovation and brand development. Expert in brand strategy. Experience managing media teams to create memorable, results-oriented experiences.

**Executive Producer**

Broad experience in the audiovisual industry producing live shows, television Programs, music concerts, exhibitions, sport broadcast, conventions, and high-end-large-scale-events. This includes the conception, direction, and production of advertising campaigns, the articulation of strategies for companies and products, directing live shows and TV programs, staging events for political candidates, creating audiovisual content and new formats for TV, performing advanced technical consulting, planning and executing global audiovisual and communication projects.

**Photographer**

Avant-garde, surrealist and artistic photographer producing superior quality shocking images. Multi-published and interviewed several times as an influential artist in Los Angeles, California. Managing all facets of photo shoots, including the conception, art direction, creative direction, talent scouts, locations, designing sets, designing lights and setting them up, shooting, and editing (strong editing skills with Lightroom and Photoshop CC) Complete studio photography assignments for family portraits, school pictures, actor headshots, corporate, products and real estate. Also photography teacher in a High School in Santa Monica, CA.

**Graphic designer**

Highly effective, fast, self-sufficient and multitalented graphic designer with extensive experience in multimedia, marketing, and print design. Inventive creator of innovative marketing strategies and campaigns for a 360° customer experience: accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Easily accept critics and changes in directions from clients, a reliable team player.

**Experience in numbers**

20+ years' experience in a creative role.

4+ years' experience as professional photographer.

10+ years' experience as art director and creative director.

12+ years' experience in Business management and business strategy .

20+ years' experience as producer (Big-scale-hi-end life events, TV, and film)

5+ years' experience as a graphic designer.

5+ years' experience as an interior designer (commercial premises) and set designer.

## **Experience**

### **PUIG PHOTOGRAPHY** Los Angeles, CA.

<http://www.PuigPhotography.com>

Photographer

2014 - 2018

Artistic, surreal, avant-garde and dark portraiture photography. Multi-Published photographer. Lighting master. Teacher.

*I like the picture of the idea of a person more than a picture of that person. I almost like to express only the essence of my subject, to make a detail suggest the whole. The important thing for me is not to have you recognize such and such a person's face as if lifelike. I'd like you to be surprised—and perhaps a little annoyed—by the image you see, so that it becomes unforgettable. The art of photography is an exhilarating and exhausting game, in which you dare not relax your concentration. We artists never take time off, we're always thinking about what we're going to do next! We are junkies for creation. Photography has been fulfilled my universal curiosity and It help me to fully develop the artist inside of me.*

### **QUOMMUNICA** Los Angeles, CA.

**Brand Strategist**

**Graphic Designer**

2012 - 2014

Corporate branding, communications, and consulting.

*Lead teams in the development, design, and production of sales-driving, brand-extending and cross-channel campaigns including print ads, television ads, product launches, brochures, advertorials, Web sites, banner ads, billboards, iPhone campaigns, logos, product packaging and more.*

Director of communication and marketing strategy consultant for the City of Carson NFL Stadium. RAND Beach Cities Stadium. Communication consultant for Border Stylo, inc "GLASS" social media platform in Los Angeles and Europe.

### **16:9 PRODUCTIONS, S.L.** Los Angeles, CA. - Madrid, Spain

**Art Director**

**Executive Producer**

**Founder**

2001 - 2012

*Develop, write, present and execute media strategy and communicate those strategies across several international markets. Maintain and develop strong professional relationships internally (cross departments) and externally (clients, media vendors) Carry out buying strategies and negotiate media to maximize investment. Proactively address process and communications issues and impediments. Responsible for coaching, guidance, inspirational leadership and performance management of all direct reports Support and inspire the work and the people. Managed multiple projects from concept through completion. Developed creative programs and design concepts that meet the business objectives of the client that advance client's brand strategy. Supervised and inspired the creative team of vendor partners; generate multiple concepts for a campaign or project. Worked with the account team, strategy team, and copywriters to develop concepts and present to clients. Collaborated with internal teams to generate ideas for pitching and proposals to clients. Managed, recruited and trained team members; ensured quality control over concepts and projects*

Created biggest logo in the world for the Madrid 2012 Olympic bid; 40,000 squares meters large; made in only 15 days with a large budget, and still half of the price of the best competitor.

**THE COMPANY** Madrid, Spain.

**Creative Director**

**Founder**

2009 - 2012

*Directed the creative function so that the environment, culture, team, capabilities, tools, processes, expectations, work style and other elements supported the strategic goals and brand. Ensured that the creative function operated in an efficient, profitable manner. Guaranteed that the high quality of creative and production was upheld, maintaining consistently high standards for the team. Responsible for listening, asking, hearing, prioritizing and translating client situation, marketing goals and information into strategic brand concepts, voice, messages, and rationales. Managed the evolution of the agency's technological needs, marketing technology, and digital marketing capabilities. Manage budgets, creative deliverables and in-house and freelance teams to lead all phases of nationwide and international campaigns.*

Creator, director, and producer in 2011 of the first international event commemorating 30 years of the Association of Victims of Terrorism (AVT) in Spain.

**NOSTROMO ESTUDIO GRAFICO, S.L.** Madrid, Spain.

**Art Director**

**Sales Manager**

2010 - 2012

*Responsible for the creative output of the company with oversight of the creative team and processes; the generation of ideas, presentation and execution of client branding and marketing communications campaigns; the profitability and creative quality of client projects, and the operational readiness of the creative team.*

Created the Story Board of the 2010 Vancouver Olympic winter games opening ceremonies.

**CIENCIA FUNCION, S.L.** Madrid, Spain.

**General Manager**

**Sales Manager**

2007 - 2011

*Managed and promoted the TV stage and the facilities to be rented; responsible for the financial performance of facilities.*

Successfully transformed a 12,000 sq. ft. building into a large TV stage in a record time of 15 days with a \$1,000,000.00 budget; won acclaim from clients for successful production

**VIDEO REPORT, S.A.** Madrid, Spain.

**Executive producer**

**Field Producer**

**Technician**

1997 - 2001

*Executive and technical production of televised events for Spain's most important broadcast stations (TVE, TELE5, ANTENA 3, CANAL+) in addition to music concerts, TV series, TV contests, cultural programs, and sporting events. Management of post-production and sound schedule. Multi-camera director of TV series and shows. Technical supervisor of the live broadcast.*

News coverage of the 2000 election day in Spain. Technical coverage of the NATO summit in Spain.

**DOS MUNDOS COMMUNICATIONS, S.L.** Madrid, Spain.

TV News Producer, correspondent.

1995 - 1997

*News producer for Univision, CNN y NBC en Español from Spain.*

Special coverage of the 1996 general elections in Spain.

### **Computer programs**

Microsoft Word • Photoshop • Illustrator • Lightroom • InDesign • Bridge • Keynote • Video editing software • Internet and email applications, MS Office (Outlook, Excel, Word, PowerPoint) • Sketchup • experience with Wacom Tablets • MAC OS •

### **Location:**

Santa Monica, CA. 90404

Willing to travel

Easy to relocate

### **Languages:**

English

Spanish

### **• Interest in Philosophy, writing and oil painting.**

### **• Selected Highlights:**

*2014. Corporate Communications and consultant for the City of Carson for the new Los Angeles NFL Stadium. (Rand Resources Beach Cities Stadium project)*

*2012. Creator and producer of biggest logo in the world for the Madrid 2012 Olympic bid: 40,000 square meters completed in 15 days.*

*2011. Creator, director and producer of the first international event commemorating 30 years of the Association of Victims of Terrorism (AVT) in Spain. 2010.*

*Creator and producer of Vancouver Olympic Winter Games Opening Ceremony storyboard in 30 days.*

*2009. Transformed a 12,000-square-foot building into a large TV stage in 15 days, winning acclaim from clients for a successful production.*

*2008. Technical production of the live gigantic screens throughout Madrid for the 2008 Spain Euro League Champions winning celebration.*

*2007-2010. Telefonica Data and Telefonica Negocios y Profesionales, technical director and producer of the main events of the year (More than 2,000 people in attendance at each event.)*

*2007. Consultant/field producer in 2007 Rio de Janeiro (Brazil) Pan-American Games.*

*2004. Producer of the live broadcast "Amazonas 1 Hispasat" Telecommunications satellite launch from Kazajstán.*

*1999-2000 Producer of J&B new years eve -new millennium welcome- parties and broadcast simultaneously in 5 cities in Europe*

*1998. Technical producer of NATO summit in Madrid.*

*1997-1999. Technician and field producer for the general shareholders meetings of at least the 15 best companies in Spain.*

*1997-1999. Producer of Golf Tournament and Boxing broadcast for Canal +*