






Manolo Vargas

MULTICULTURAL CREATIVE DIRECTOR.

BILINGUAL STORYTELLER.

CAMPAIGN IDEAS BUILDER.



-  +1-305-984-1632
-  +34 616-867-326
-  manolo@manolovargas.net
-  manolovargas.net
-  [manolovargas](https://www.linkedin.com/company/manolovargas)

SKILLS

- Campaign Concept Development
- Creative Direction
- Brand Storytelling
- Bilingual Copywriting
- Transcreation
- Multicultural Strategy
- Hispanic Market Creative
- Brand Communications
- Content Strategy
- Creative Leadership
- Copywriting
- Visual Direction
- Retail & Promotional Campaigns
- TV / Radio / Digital Campaigns
- Client Presentations

LANGUAGES

SPANISH
Native

ENGLISH
Bilingual

PROFILE

Manolo Vargas is a bilingual Senior Creative Director, Copywriter, and Brand Storyteller with 25+ years of experience creating campaigns, brand narratives, and customer-facing creative across the U.S.

Hispanic, Latin American, and international markets.

His work combines creative strategy, multicultural insight, campaign development, and bilingual storytelling for brands including Comcast, Spectrum, Coca-Cola, Ford, Honda, Got Milk?, Jack in the Box, General Motors, and others.

He has led creative work across TV, radio, digital, social, print, retail, branded content, and bilingual communications, with recognition from Cannes Lions, Effie Awards, Jay Chiat Awards, FIAP, El Ojo de Iberoamérica, Reggie Awards, and U.S.H.

EXPERIENCE

MANOLO VARGAS CREATIVE STUDIO

FOUNDER / SENIOR CREATIVE DIRECTOR / COPYWRITER

2008 - Present

Founded and currently lead a senior creative studio providing campaign concept development, creative direction, copywriting, transcreation, and multicultural creative consulting for brands, agencies, and creative teams across U.S. Hispanic, Latin American, and international markets.

Work spans brand communications, multicultural campaigns, translation and transcreation, visual direction, and marketing assets for clients across healthcare, food, entertainment, technology, consumer goods, and professional services.

INFUSION BY CASTELLS - CREATIVE DIRECTOR

2017-2023

Led creative development for Spectrum's multicultural retail, brand, and direct-response campaigns promoting Spectrum Internet, TV, and Mobile to Hispanic consumers across TV, radio, and digital.

Guided concept development, copywriting, messaging, and execution for benefit-driven campaigns designed to make product advantages clear, relatable, and action-oriented.

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AWARDS & RECOGNITIONS

- Cannes Lions Shortlist
- Effie North America — Silver / Finalist
- Jay Chiat Awards — Gold
- Reggie Awards — Gold / Bronze
- Wave Festival Brazil — Gold / Silver
- FIAP — Bronze
- El Ojo de Iberoamérica — Bronze / Shortlist
- El Sol — Shortlist
- Mercury Awards — Shortlist
- U.S.H. Awards — Jury Member
- Addy Awards / AHAA / Ad Age Awards — Multiple recognitions, including Best of Show

GALLEGOS UNITED - CREATIVE DIRECTOR 2011-2017

Led creative development for Comcast/Xfinity national brand, retail, and multicultural campaigns focused on bicultural consumers across Hispanic and General Market audiences.

Served as key creative on Comcast/Xfinity and Got Milk? campaigns, including award-winning work recognized for creativity, effectiveness, and cultural relevance.

Helped develop social, video, retail, and bilingual campaign platforms designed to connect brands with Hispanic and bicultural audiences.

ORCI - ASSOCIATE CREATIVE DIRECTOR/SENIOR COPYWRITER 2010-2011

Led creative development and copywriting for Honda's Hispanic market campaigns, including national and regional brand campaigns.

Served as lead writer for Jack in the Box Hispanic market campaigns, developing TV, radio, promotions, and social media initiatives, including Soccer Jack during the 2010 World Cup.

ZUBI ADVERTISING - ASSOCIATE CREATIVE DIRECTOR 2005 - 2008

Led creative development and copywriting for Ford Motor Co. Hispanic market campaigns during a challenging period for the automotive industry, helping maintain brand relevance and visibility with Hispanic consumers.

Developed national brand and promotional communications for SC Johnson's Scrubbing Bubbles in the Hispanic market.

OTHER AGENCIES IN CENTRAL AND SOUTH AMERICA

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATION/ADVERTISING

Pontificia Universidad Javeriana, Bogota, Colombia

PROFESSIONAL DEVELOPMENT

- Oral Expression Techniques
- Consumer Values & Life Styles Seminar
- CREAD II Creativity Seminar
- McEd Advertising Basics
- Four Days of the Creation