



LEYRE MARTÍNEZ

CREATIVE PRODUCER

ASO · UA · BRANDING CREATIVE PRODUCTION & ART DIRECTION

SAY HELLO!

+34 676 924 587
HELLO@CREATIVELEVY.COM
WWW.CREATIVELEVY.COM

CREATIVEPOOL
LINKEDIN
BEHANCE

SUMMARY

Experienced Senior Creative Designer and Producer specialising in App Store Optimization (ASO), developing innovative UA ad concepts, branding, creative strategy, graphic production, and video editing across ATL, BTL, and OOH campaigns. Proficient in Adobe Creative Suite, Wordpress, and 3D design, with a solid understanding of end-to-end creative processes. Known for being positive, adaptable, and resourceful, I thrive in dynamic environments and embrace new challenges that drive professional growth and innovation.

PROFESSIONAL EXPERIENCE

- 2024 // NOW ● ADLIVEN · BCN
CREATIVE PRODUCER
- 2021 // 2023 ● SCOPELY · BCN
SENIOR MARKETING ARTIST II
- 2019 // 2021 ● SCOPELY · BCN
SENIOR DESIGNER
- 2017 // 2019 ● SCOPELY · BCN
ADVERTISING DESIGNER
- 2017 ● LA BENDITA AGENCIA · BCN
ART DIRECTOR
- 2016 // 2017 ● JCDECAUX · LONDON
SR. CREATIVE SOLUTIONS DESIGNER
- 2015 // 2016 ● JCDECAUX · LONDON
MIDDX CREATIVE SOLUTIONS DESIGNER
- 2015 ● BAKER ROSS · LONDON
FREELANCE GRAPHIC DESIGNER
- 2015 ● OFFICE DEPOT · KENT
FREELANCE GRAPHIC DESIGNER
- 2012 // 2015 ● CREATIVELEVY
FREELANCE ART DIRECTOR
- 2012 ● AMNESIA · IBIZA
DIGITAL DESIGNER

EDUCATION GRADUATE



2007 // 2010 MADRID
ESCUELA SUPERIOR DE PUBLICIDAD
BACHELOR'S DEGREE
ADVERTISING GRAPHIC DESIGN
& MULTIMEDIA COMMUNICATION

COURSES

2016
AFTER EFFECTS ADVANCE
COURSE
DYNAMIX TRAINING LTD
ASSOCIATED WITH JCDECAUX

2017
CINEMA 4D TRAINING
COURSE
DOCKLANDS MEDIA
ASSOCIATED WITH JCDECAUX

HONORS & AWARDS

AWARDS	COLLABORATIONS	CONTESTS
CREATIVEPOOL AWARDS BEST OOH 2016 GHOSTBUSTERS WATERLOO JCDECAUX LDN 2017	THE APPRENTICE UK COLLABORATION & DESIGN DIGITAL SUPPORT JCDECAUX LDN 2016	CONTROL PACKAGING DESIGN AGENCY CONTEST EURO RSCG MAD 2010

SOFTWARE

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIERE PRO

AFTER EFFECTS

C4D // MAYA

DIMENSION

SKILLS

TEAM PLAYER
ORGANISED
TARGET DRIVEN
RELIABLE
DETAIL ORIENTED
PROACTIVE
PROBLEM SOLVER
LEADERSHIP
ADAPTABILITY
STRONG WORK ETHIC

CERTIFICATIONS

2014 MOOC COURSES
NOVOED PLATAFORM

STRATEGY
INSTEAD OF COMPETING, INNOVATE

REAL LEADERSHIP
LEADERSHIP FROM THE EXPERIENCE

2015 FUTURE LEARN COURSE
SPOB
THE SECRET POWER OF BRANDS

LIKE LIKE LIKE...



LANGUAGES

ENGLISH ●●●●●

PORTUGUESE ●●●●●

SPANISH ●●●●●

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