



## Intro

**Communication and Digital Creativity Expert.** Also experienced in marketing, planning and interactive retail. 10 years working in highly prestigious companies in the market managing Omnichannel Campaigns and multidisciplinary creative teams. In a daily-basis contact with digital and marketing directors as well as planning. I have improved my experience, creating my own branding company, Baud, in 2005.

## Agencies

**M&C Saatchi.** Creative Director. Managing digital creativity, PR, strategy and branding for clients such as The Principality of Monaco, Vithas, Pro2 or La Vieja Fábrica. Creation and development of ideas with the creative teams, off and online. Oct. 2021 - ....

**Freelance.** Emil Global, Yslandia, SrBurns, Mi querido Watson,...

**Cheil.** Creative Director | Digital Lead. In charge of creativity, strategy, design and management of digital campaigns for SAMSUNG and WiZink Bank. Creation and development of ideas with the creative teams, off and online, based on data from conception to execution. Nov. 2017 - Mar.2020.

**Del Campo Saatchi & Saatchi.** Creative Director | Head of Digital. Managing creativity, strategy, design and production development of digital campaigns for TOYOTA Spain, HBO Spain and SAMSUNG. Also with international clients like TOYOTA Europe, FISHER-PRICE and JACOBS. Creation and development of ideas with the creative teams, off and online. Jul. 2015 | Oct. 2017

**\*SCPF.** Head of Digital. In charge of creativity, strategy, design and management of digital campaigns for BMW, Ikea, Movistar Series Tv, Santa Teresa Rum International Campaign, among others. Creating the agency digital department with functions like creation and development of ideas with the creative teams (off and online), definition of strategy and execution, management of media and programmers. Nov. 2011 - Jun. 2015

## Awards

**Vertical gig - Samsung** c de c | Gold | Idea / c de c | Silver | Innovation / c de c | Silver | Craft **Parkour Screens - Samsung** Silver Lion | Outdoor/ Digital Screens | Cannes Lions / Fiab | Ba | Grand Prix | Anuncios / El Sol | Gold | Exterior / El Sol | Gold | Medios **They watch me - Toyota** Best Digital Campaign | Control de la publicidad awards **Toyota Run** Best Digital Campaign | Internet Auto Award **BMW i Music Day** Best Digital Ad of the Year | Anuncios Magazine

## Why me

recommendations

Jm de la Nuez **CEO \*SCPF** "...Was able to inspire, shape and transform the agency's thinking and execution of ideas..." Mariano Serkin **Chief Creative Officer Europe Del Campo Saatchi & Saatchi** "...A talent like Jaime leading your team can undoubtedly help you to accelerate that very necessary transformation in the creative business..." Consuelo Dominguez **Marketing Director at Just Eat** "...Also has excellent integrated vision. Very valuable in the definition of 360° advertising strategies..." More in here: [www.linkedin.com/in/jaimetrapaga](http://www.linkedin.com/in/jaimetrapaga)

## Education

Degree in **Advertising and Public Relations** at the Universidad San Pablo CEU.

## Say Hey



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