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JOSE A. TIRADO GALAN

CREATIVE PRODUCTION MANAGER

PROFILE

Please check my portfolio at www.josetiradogalan.com

Creative and production leader with over 15 years leading the ideation, design, and execution of award-winning digital campaigns and content experiences across global brands. I bring deep expertise in concept development, visual storytelling, platform-driven creativity, and production strategy. Passionate about building narratives that connect brands with people, I fuse data-driven insights with bold creative thinking to deliver content that performs and inspires. Experienced in leading cross-functional teams and scaling creative solutions in complex, fast-paced environments for world-class brands including **Tesla**, **MediaMonks**, **Saatchi&Saatchi**, and **Grey**.

WORK EXPERIENCE

Freelance Production Manager

Amsterdam / Sept 24 – Now

- Lead creative and digital content production for global clients, from strategic brief to delivery.
- Oversee multi-disciplinary teams, budgets, and vendor partnerships, ensuring creative excellence and delivery efficiency.
- Lead the creative direction from pitch through execution, ensuring brand consistency and impact.

Head of Creative Studio EMEA / **TESLA**

Amsterdam / Sept 23 – Sept 24

This position was eliminated along with the whole Marketing department during the 2024 Worldwide layoffs.

- Drove creative strategy and storytelling across 20+ markets, crafting regional campaigns and digital assets.
- Partnered with brand, design, and legal teams to ensure creative excellence across localized content.
- Led the development of visual frameworks and creative toolkits that scaled Tesla's brand voice in new markets.
- Managed internal creative teams and external agencies across campaigns, launches, and experiential content.

Head of Integrated Production / **EDELMAN**

Amsterdam / July 21 – July 23

- Directed the creative output of a multidisciplinary content studio across social, film, digital, and experiential.
- Translated strategic briefs into powerful creative narratives for global and regional clients.
- Mentored art directors, designers, editors, and copywriters; cultivated a culture of craft and experimentation.

Senior Integrated Producer / **MEDIAMONKS**

Amsterdam / September 18 – June 21

- Played a dual role managing large-scale campaign production while steering creative concepting.
- Co-developed brand stories, digital activations, and social-first ideas for clients like Uber, Real Madrid, and Lufthansa.
- Led content ideation sessions and translated them into multi-format deliverables across channels and markets.
- Pioneered new creative models aligned with data and media insights for enhanced content performance.

Project Manager / GREY
London / March 16 – August 2018

Working in project management and strategy role reporting to several heads of departments and resourcing managers to monitor overall resource allocations and ensuring deliverables meet high quality standards and deadlines. In charge of the overall scope and budget during the whole lifecycle of the projects.

I delivered digital marketing campaigns, leading on development and execution for some of the client's highest profile campaigns. Working with well-known brands such as Sensodyne, Tuborg, Parodontax and Pronamel.

Digital Producer / SAATCHI & SAATCHI
London / July 14 – March 16

Account Manager / HELLOWORLD PRODUCTIONS
London / May 12 – July 14

LANGUAGES

English: Fluent / Spanish: Native

SKILLS

- Conceptual & Visual Storytelling
 - Digital & Social Campaign Ideation
 - Creative Direction for Integrated Campaigns
 - Content Strategy & Performance Insight
 - Brand Voice & Narrative Development
 - Creative Leadership & Team Mentorship
 - Art Direction & AV Production Oversight
 - Client Presentation & Strategic Selling
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EDUCATION

MSc Managing Digital Marketing – London School of Marketing

BA Advertising & PR – Rey Juan Carlos University

MA Advertising Creativity & Strategy – Complutense University

BA Audiovisual Communications – Complutense University