

# EMILIANO ZAPATA

CREATIVE DIRECTOR

Currently:

## Associate Creative Director

Gotham, New York

April 2025 - Present

- Maybelline New York

For 3.5 Yrs  
Before That:

## Senior Art Director

McCann, New York

August 2021 - April 2025

- Mastercard
- Verizon

For 3 Yrs  
Before THAT:

## Art Director

EssenceMediaCom (formerly MediaCom), New York

2019 - 2021

• Pokémon	• Cartier
• Hilton Hotels	• Jared, Kay & Zales Jewelers

## Jr. Art Director

EssenceMediaCom (formerly MediaCom), New York

2018 - 2019

• Ally Bank	• Uber
• Indeed	• Adidas, Reebok

Internship:

## Strategy Intern

MediaCom, New York

Summer 2018

## Social Intern

The Borgen Project

Spring 2018

## Strategy Intern

22Squared, Atlanta

Summer 2017

Awards & Recognition:

- Cannes Lions – 1 Gold & 3 Shortlists ~ Pokémon 25th Anniversary
- Clio Entertainment – 2 Gold, 1 Silver & 1 Bronze ~ Pokémon 25th Anniversary
- Clio Music – 3 Silver, 3 Bronze ~ Pokémon 25th Anniversary
- One Show – 2 Merits & 2 Shortlists ~ Pokémon 25th Anniversary
- Webby Awards – 1 Winner, 2 Nominations ~ Pokémon 25th Anniversary
- Epica – Bronze ~ Mastercard Standing Up Everywhere
- Adweek – Winner ~ Mastercard Standing Up Everywhere
- Ad Age Creativity Awards – Finalist ~ Pokémon 25th Anniversary
- Cannes Young Lions – USA Finalist ~ End Allergies Together (E.A.T)
- *Full List Available Online*

Capabilities  
& Skillset:

• • • • • • • •  
Adobe Creative Suite  
(Non Video)

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Generative AI: ChatGPT

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Generative Video: Runway

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Midjourney

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Gemini/Nano Banana

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Slides / PPT / Keynote

Education:

## The University of Texas at Austin

Bachelor of Science in Advertising

Spring 2018

References:

## Chris Serafino

Creative Director

chrisserafino@gmail.com

## Irene Alysandratos

Creative Director

irene.alysandratos@gmail.com

## Reto Oetterli

Creative Director

retoetterli@gmail.com

About Me:

If you ever happen to see a guy shamelessly strutting down the street like Madonna's timeless *Vogue* is blasting in the background, you're likely looking at me. It's probably the Glee version. I'm in a good mood 90% of the time, dance like everyone is watching, and really prefer to be friends with the people at work. Chances are I'll smile and say good morning. Maybe.

Get in touch:

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