

CARLOS LINO FERNANDEZ

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Professional Profile

Award-winning Creative with a belief that every brief is an opportunity. Known for hard work, championing culturally relevant briefs, and mentoring with more questions than answers, I've spearheaded global campaigns for both Fortune 100 companies and challenger brands across CPG, AI, alcohol, travel, entertainment, sports, automotive, and tech.

Awards

Cannes Lions, Effie, D&AD, LIA, AICP Shortlist, One Show Merit, Webby, Radio Mercury

Core Competencies

- Creative Leadership
- Strategic Thinking
- Social First
- AI
- Execution Excellence
- Out-Of-The-Box Thinking

Work Experience

1000 HEADS

March / 2025 - Current

Driving Google Pixel's social growth through culturally relevant content across Instagram and TikTok.

Oversee development of 24 assets a month through:

- Live action production
- AI (Gemini Omni, Nano Banana, Flow, Iyria0)
- Maker-led content
- Influencers and partnerships

FREELANCE, USA

Feb / 2024 - Mar / 2025

Creative strategy, Art Direction, and Copywriting. Delivering best in class creative across all platforms.

CLIENTS: Google, Samsung, Nvidia, Red Bull, Sea World, Estrella Jalisco, Better Battery Company, Curaleaf, SPF Pickleball Chicago, Williamsburg Pizza NYC.

CURALEAF CANNABIS

April / 2024 - Aug / 2024

Client side fractional Creative Strategist

- Developed and launched a DTC Hemp THC seltzer brand, including a comprehensive launch playbook.
- Built a scalable design system adaptable for national expansion and compliant with state regulations.
- Launched through social, digital, CRM, and at retail channels, ensuring cohesive messaging and look.
- Led creative strategy for channel approach and tentpole events, including holiday campaigns.

CRAMER KRASSELT, Chicago IL

June / 2018 - Jan / 2024

Led and inspired a group of five creative teams, content creators, and designers across three clients: Cerveza Pacifico, Cedar Fair Entertainment, and Spirit Airlines. Driving excellence from concept to execution while overseeing successful acquisition of organic and external new business growth.

VP Group Creative Director

- Led the successful three-month pitch for Spirit Airlines to become their new agency of record.
- Brought to market a digital-first positioning for Pacifico that resulted in double-digit growth.
- Developed a passionate fan base of outdoor enthusiasts by cultivating strategic partnerships, events, and activations, to become the fastest-growing beer in its category within just three years.

- Built strategic client relationships that were results oriented and exceeded expectations every year.
- Centralized a creative and content social hub for Cedar Fairs 17 different theme parks that optimized an always-on approach.
- Spearheaded brand guidelines and design systems for digital and physical assets on all of my clients.
- Core contributor of CK DE&I initiative to bring equity to the work across all agency clients.

HAVAS, Chicago IL

June / 2015 - Jan / 2017

Creative lead for clients including Metromile, Sears, Vitamin Water, Nando's Peri-Peri, KMART, and AutoZone.

Group Creative Director

- Spearheaded the pitch for Nando's Peri-Peri restaurants, resulting in the acquisition of their business.
- Directed over 20 commercials in 12 months providing turnkey, high quality production for low costs.
- Built an in-house production & post team to go from concept to execution in hours not days.

HAVAS, New York City, NY

Oct / 2011 - Mar / 2013

Headed creative direction for the Dos Equis beer brand, overseeing cross-functional teams as we grew the iconic campaign from its traditional TV format to a highly successful digital and social media-driven campaign.

Creative Director

- Won nearly every award show trophy for TV, radio, social, web, and OOH including the Effies.
- Grew sales 22% in a period when beer sales were stagnating.
- Crafted The Most Interesting Man's social presence and grew followers from zero to over three million in under 6 months.
- Cemented The Most Interesting man's celebrity status with sold-out events, exclusive parties, and serving as the guest of honor at Camp David during Barack Obama's 50th birthday celebration.

FREELANCE, Chicago & New York City

2013 - 2015

Concepted and produced multi-channel campaigns resulting in extended contracts and job offers.

Clients:

Budweiser, Captain Morgan, Corona, Ford Mustang, Kellogg's, Listerine, Schick, UPMC, One World Trade Center, Dos Toros, Citibank.

Agencies:

Anomaly NY, BBDO NY, Leo Burnett, Cramer Krasselt, Grey NY, GTB/Team Detroit, JWT NY, MRY, Publicis NY

Education

Illinois Real Estate Broker License, Real Estate Institute

Mar / 2024

Post-Baccalaureate Certificate, Art Direction, Miami Ad School

2000 - 2002

International Studies, Institute for Shipboard Education (Semester at Sea)

Spring 1998

BA, Communications, University of Illinois at Champaign-Urbana

1995 - 1999

Skills

Applications - AI (Gemini, Omni, Midjourney) Photoshop, InDesign, Illustrator, Keynote, Acrobat, Lightroom, G-Docs

Disciplines - Creative direction, art direction, branding, strategy, typography, design systems, packaging