# 

## **ALEX BRITO**

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#### LANGUAGES

Spanish - Native English - Fluent Mexican Spanish - All Pro

Creative Director with a visual core, strategic mindset, and cultural soul.

I build ideas that don't just sell – they connect, provoke, and activate.

Trained at Miami Ad School, I move across campaigns, identities, and experiences that live inside and beyond the brief.

#### **EXPERIENCE**

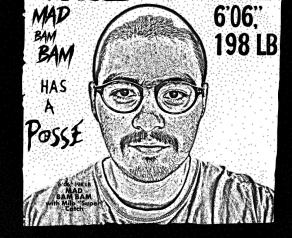
- Independent Creative / Art Director Mexico & Remote (2019-2024)
  - Mantra Hotel Boutique holistic hospitality brand (branding, content, merch, design systems)
  - House Kicks cultural project & creative content platform (social, branding, community)
  - Cultural & Wellness Brand cannabis-related project (creative strategy, brand voice, visual identity)

### **EDUCATION**

- Miami Ad School Art Direction (2024–2025)
  - Integrated campaigns for global brands (Always, Volvo, LEGO, Diesel, IKEA).
  - Focused on concept development, storytelling, and multi-platform thinking.
- UNIVERSITEIT VAN AMSTERDAM Brand Thinking & Urban Intelligence (2017)
  - Studied creative systems, urban development and cultural ecosystems
  - Gained perspective on global thinking and interdisciplinary ideation
- ITESM CCM Marketing Minor (2014–2020)
  - Built a strong foundation in branding, strategy, and business insight.
  - Explored creative business models across communication and cultural innovation.

#### SKILLS

- Conceptual Campaign Development
- Visual Storytelling & Creative Writing
- Cultural Strategy & Brand Positioning
- Art Direction for Print, Digital & Motion
- Content Design for Hospitality & Lifestyle
- Editorial Thinking & Merch Design
- Identity Systems & Design Consistency
- Photography Direction & Creative Production
- Prototyping, Social Media & Trend Hacking



#### WE OWN THE FUTURE.