

WILMER

A R T D I R E C T O R

GÓMEZ



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creativewigo.com

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EXPERIENCE

VML
CREATIVE PARTNER
September 01 - 2024
as of March 10 - 2025

GREY
CREATIVE PARTNER
June 01 - 2023
as of August 31 - 2024

DDB°
ART DIRECTOR (SENIOR)
February 15 - 2022
as of May 25 - 2023

Ogilvy
ART DIRECTOR (SENIOR)
August 31 - 2021
as of January 31 - 2022

MULLENLOWE
ART DIRECTOR
December 09 - 2020
as of May 29 - 2021

Ogilvy
ART DIRECTOR
November 09 - 2018
as of December 04 - 2020

GO digital
GRAPHIC DESIGNER
2017

RUBICA
CM GRAPHIC
Freelance

RECOGNITIONS

ONE SHOW

Shortlist Young Ones/Controversial Lawsuits - Spotify
Shortlist /Tasty Lessons - Duolingo

OJO DE IBEROAMÉRICA

🏆 Gold/Social Flavor - Fanta

EFFIES

🏆 Gold/Cuidamos como Cuidan los Colombianos - INVIMA
🏆 Gold/APP - BBVA
🥈 Silver/APP - BBVA

FESTIVAL EL SOL

Shortlist/Out Beat - Huawei

FESTIVAL EL DORADO

Shortlist/Ads Everyone - ANDI



BRANDED WORK

- Asistencia Bolivar - Carulla - Toyota - Colsubsidio - Biomax & Brio - Schick - Ballantines - Coca-Cola - Sprite - Fanta - Topochico - Del valle - Powerade - Schweppes - Baileys - Red Label - BBVA - avianca - Alqueria -Azúcar Providencia - Constructora Marval - Huevos Gallina feliz - Huevos Santa reyes.

CERTIFICATION

2025

ART DIRECTOR
Miami Ad School - México

2022

INTEGRAL CREATIVITY
All In Program
The Pub School - Ecuador

2018

CREATIVITY DIPLOMA
Brother Escuela de Creativos

ADVERTISING AND MARKETING
Fundación Universitaria libertadores
Sixth Semestre

2013

DESIGN FOR GRAPHIC COMMUNICATIONS
SENA

VISUAL COMMUNICATION USING
Adobe Photoshop

PHOTOGRAPHY
Compositional Elements

ILLUSTRATION DIGITAL TECHNIQUES
Illustrator and Photoshop

2010

ADVERTISING GRAPHIC DESING
INCAP

SKILL

HARD SKILLS

- Adobe Ps - IA - Af - Pr - Me
- Artificial intelligence
- Idea bank / Brainstorming expert
- Copywriting
- Concept development
- AI tools integration
- Social media management

SOFT

- Organized
- Calm under pressure
- Empathetic
- Adaptive
- Motivational
- Practical thinker
- Visual problem-solver
- Leadership-driven

HOBBIES & INTERESTS

- Cinema lover
- Soccer player
- Dancer
- Foodie
- Gamer
- Anime fan
- Sports lover
- Avid reader
- Long walks
- Festival-goer

