



CHRISTIAN MONDRAGON

ASSOCIATE CREATIVE DIRECTOR / COPY

Creative and award-winning senior copywriter professional with impeccable experience in copywriting, brand building, creative direction, content development, and project management within the advertising industry.

Proven track record of creating compelling insight-based concepts, content, marketing collaterals, and brand designs. Expertise in developing creative campaigns, including the creation of tv commercials, social media and digital campaigns, and evolution of brand over time. Known for ensuring alignment of all projects from advertising campaigns to marketing materials with brand and maintaining consistent look and feel. Skilled in identity development, image building, and leading the creative direction for advertising and marketing projects from concept to execution. Established international reputation for outstanding advertising copywriting and creativity while winning over 180 awards, internationally and nationally.

CONTACT ME

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AREAS OF EXPERTISE

- CREATIVE DIRECTION
- SOCIAL MEDIA MARKETING
- DIGITAL MARKETING
- INTERACTIVE ADVERTISING
- INTEGRATED MARKETING
- MARKETING COMMUNICATION
- BRAND DEVELOPMENT
- COPYWRITING
- MARKETING & ADVERTISING
- RELATIONSHIP BUILDING
- CREATIVE STRATEGY
- CONCEPT DEVELOPMENT

FOLLOW ME

Instagram
@iam_mondragon

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linkedin.com/in/mondragon

Facebook
facebook.com/christian.mondragon1



NOTABLE ACCOMPLISHMENTS

- Ranked as top 1 copywriter in Colombia by One Club 2017 ranking and featured on The World Creative Rankings (The Most-Awarded Copywriters by The Drum (2016/2020).
- Received accolades at Cannes Lions, Clios, One Show, AD&D and London International Awards for excellent campaigns.
- Contributed to the successful execution of various award-winning projects, such as Second Chances initiative for Donate Life California and The BulletPen Project for signing peace treaty aimed at ending 52 years of war in Colombia; won several awards from Cannes Lions, One Show, Clio, LIA, D&AD, New York Festivals, Radio Mercury Awards, Effies, Arts Director Club, Ad Stars, and Young Lions.



EXPERIENCE

2022 - PRESENT

Conill / Saatchi & Saatchi
Los Angeles, CA

ASSOCIATE CREATIVE DIRECTOR

Deliver headlines and body copy for campaigns. Serve as in charge of crafting creative and persuasive copy, communicating specific concept in innovative and original manner. Collaborate with creative directors and art directors to refine and convert ideas into proposed advertisement or other media.

- Drafted copy (actual language of advertisement) as an Associate creative Director Copy, accompanying art work.
- Developed and implemented creative strategies for major advertising and marketing campaigns for clients as a Metro by T-Mobile among others.

2020 - 2022

Dieste Inc.
Dallas, TX

SENIOR COPYWRITER

Created and managed all linguistic content of advertisements as senior copywriter while interpreting account briefs for composition of advertorial TV content, such as slogans, catchphrases, scripts for /radio ads, and all other written content. Analyzed customer requirements and conveyed clients' desired message. Communicated with team to ensure adherence to perspective on creative side of the project. Managed AT&T campaign for FIFA World Cup.

- Planned and executed memorable and successful campaigns of the agency.
- Created pieces, such as work for home, holidays, and cafe extra for Dunkin.
- Developed key pitches for acquisition of new accounts, representing significant revenue for agency in 2020 and 2021. Played integral part in the successful pitch for match.com.

2017- 2020

Casanova / McCann
Los Angeles, CA

SENIOR COPYWRITER

Executed extraordinary creative productions and advertising campaigns for clients, including Coke, USPS, eBay, Carls Jr. Covered California, California Lottery, ULTA Beauty, and Donate Life California. Determined course of advertising project to grow advertising agency. Transformed brand message into wholly relatable one while driving message into home with unforgettable imagery, music, and taglines. Collaborated with client representatives throughout the long and intricate consultation process to evaluate project management skills. Leveraged strong industry experience, innate talent, and creative ability to accomplish clients' goals.

- Received high marks and positive feedback for work within market for each and every project, including reinforcement of reputation of Casanova//McCann as an industry leader.
- Conceptualized and sold idea, winning best awards globally in countries, such as Canada, France, United Kingdom, Korea, Italy, and Argentina.



EXPERIENCE

2016 - 2017

Sancho / BBDO
Bogotá, Colombia

SENIOR COPYWRITER

Built communication strategies for brands, including Pepsi Colombia, IGT, Gatorade, Doritos, Lays, Mountain Dew, and Quaker. Developed and executed ideas and projects, enabling clients to obtain great economic results and brand recall.

- Designed and delivered creative campaigns from traditional mass media for Omni-channel marketing for Pepsico and Baloto Lottery.

2014 - 2016

McCann WorldGroup.
Bogotá, Colombia.

SENIOR COPYWRITER

Established creative strategies for effective advertising and marketing campaigns from early conceptual stages through actual production. Provided headlines and body copy for these campaigns and refined ideas for proposed advertisement or other media with creative directors and art directors. Cooperated with account groups, media, and strategic planning staff to determine ad campaign's overall desired theme. Supported art directors and creative directors to fuse images with poignant copy, build big ideas, and increase revenue with millions of dollars in annual billings for recognized brands across Latin America.

- Won important pitches on new accounts, including \$100K by acquiring and retaining customers.
- Developed impressive campaigns of agency for Ministry of National Education of Colombia with empty shells.
- Provided effective copywriting services to various international and local brands, such as Nestle, Ministry of National Education in Colombia, Aval Group, and Home center.
- Recognized among top 50 most awarded copywriters in Direct New Ideas in 2016.

2012- 2015

Ogilvy & Mather
Bogotá, Colombia.

COPYWRITER

Executed extraordinary creative productions and advertising campaigns for clients, including Coke, USPS, eBay, Carls Jr. Covered California, California Lottery, ULTA Beauty, and Donate Life California. Determined course of advertising project to grow advertising agency. Transformed brand message into wholly relatable one while driving message into home with unforgettable imagery, music, and taglines. Collaborated with client representatives throughout the long and intricate consultation process to evaluate project management skills. Leveraged strong industry experience, innate talent, and creative ability to accomplish clients' goals.

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- Conceptualized and sold idea, winning best awards globally in countries, such as Canada, France, United Kingdom, Korea, Italy, and Argentina.

2010- 2012

DDB
Bogotá, Colombia

JUNIOR COPYWRITER

Built communication strategies for brands, including Movistar, Henkel, Normar. Developed and executed ideas and projects, enabling clients to obtain great economic results and brand recall.

- Designed and delivered creative campaigns from traditional mass media for Omni-channel marketing.

EDUCATION

2023

ASAP
School of Astonishing Pursuits

CREATIVE MEGAMACHINE

It's an 8-week group coaching and mentor program with 16-year W+K veteran and former Executive Creative Director Jason Bagley. CREATIVE MEGAMACHINE is an intimate coaching environment that allows Jason to answer questions, and walk students step-by-step through the secrets and techniques of creating the best work of their lives.

2015 & 2018

CreativeLIAiSons

CREATIVITY


Creative LIAisons is an annual program limited to 100 attendees from around the globe. LIAisons has become one of the most sought after programs in the industry.


2008 - 2010

Bother Creative School

WRITING ADVERTISING

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REFERENCES

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FERNANDO POBLETE

I have worked with many copywriters over the years and I can attest working with Christian has been one of the highlights of my career. Christian brings nothing but excellence when it comes to making brands succeed.

His passion for ideas and positive energy are truly unique. He would always surprise the team with his own creative and strategic approaches to crack an assignment, going the extra step to make sure his work was up to his creative standards. I enjoyed working with him a lot, he is a talented copywriter and an awesome team player. Working with him has made me a better creative, plain and simple, and I will be always be grateful to him for that.

CREATIVE DIRECTOR
+1 2489734389
franciscorojasrodriguez@gmail.com

FRANCISCO ROJAS

I had the pleasure of working with Christian for two and a half years at Casanova, collaborating on several projects, and you rarely come across standout talent like Christian. I was particularly impressed by Christian's ability to handle every task even the toughest clients—effortlessly and juggle multiple projects, was unlike any I've seen before, and made a dramatic difference in the productivity level of our team. That skill often takes years to develop, but it seemed to come perfectly naturally to him. No matter how tense a meeting, Christian made sure everyone left with a smile, and finally, Christian would be an asset to any team.

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AWARDS

WORLD CREATIVE RANKINGS

2020 - THE DRUM
#35 - THE MOST-AWARDED COPYWRITERS

2017 - THE ONE CLUB
#1 - THE BEST COPYWRITERS IN COLOMBIA

2016 - THE DRUM
#45 - THE MOST-AWARDED COPYWRITERS

2013 - CANNES LIONS
#1 - YOUNG LIONS FILM COLOMBIA

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JURY

