


Karla Santa Anna

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Summary

I'm a strategic and versatile CD/AD based in Los Angeles, with over 20+ years of experience in the advertising industry.

I've worked at multinational agencies like JWT, Marcel (Publicis Groupe), and Y&R (now VML).

Originally from Mexico City, I moved to LA seven years ago and embraced freelancing, collaborating with agencies such as Ogilvy (LA, NYC, and Health), Rest of the World, O-1 Agency, Latinworks, La Reyna, Gallegos United, Oakleaf and Sockeye among others.

I also take on independent projects for the Mexican and LATAM markets.

Beyond advertising, I'm an illustrator and music experimentalist, driven by a passion for exploring creativity in all its forms. Anything related to art, culture, music, meditation and mental health: I love it.

I'm a permanent U.S. resident (Green Card, EB1 Visa).

Worked and pitched for

Nestlé, Coca Cola, Schering Plough, Nescafé, Special Olympics, Heineken, Johnson & Johnson, Cerveza Sol, Bonafont, Proactiv USA, Save the Children, CeraVe Global, SkinCeuticals, La Roche Posay USA, Telefonica Movistar, Kimberly Clark, Diageo, Danone, Cadbury Adams, Kraft, Pirelli Tires, Saks Fifth Avenue, Unilever, Walmart, LG Electronics, Sanofi, Tec de Monterrey College, Gaia Amazonas Foundation, Naranjo Afterschool, , Fundacion Michu y Mao, Reves Distillery, Lipton Tea, Yummies, Bafar, Gallo Olive Oil, Chick-fil-A.

Experience

Creative Director

Freelance Aug 2017 - Present

I've been based in Los Angeles, freelancing for multiple agencies such as ROW (Rest of the World), O-1 agency, Latinworks, La Reyna, Ogilvy LA/NY/& Health, Gallegos United, and more.

I also take on independent projects for clients in Mexico and LATAM.

Executive Creative Director (ECD)

Young & Rubicam Jan 2016 - Aug 2017

In early 2016, I was offered the role of Executive Creative Director at Young & Rubicam Mexico [now VMLY&R]. Working under the guidance of Hector Fernandez [CEO] and Saul Escobar [CVP], and with me as ECD, we managed to elevate Y&R Mexico from the 14th to the 4th position in the national creative agency rankings at the Circulo de Oro Festival in less than a year. This rapid turnaround set the creative bar for the agency moving forward.

Group Creative Director

Marcel Nov 2012 - Feb 2015

I was tasked by Publicis Groupe to help open the doors of Mexico's inaugural Publicis creative boutique: Marcel DF. With just a small creative team of four, we won multiple large accounts such as Nescafe, Heineken and Cerveza Sol. My contributions as a GCD played a pivotal role in bolstering the company's business during its initial two years, ultimately paving the way for its transformation into a fully self-sustaining agency.

Creative Director, Associate Creative Director, Senior Art Director, Junior Art Director, Trainee.

J. Walter Thompson Worldwide Dec 2002 - Nov 2012

For a decade, I honed my skills and climbed the ladder at JWT. During this period, I juggled the roles of an art director and a copywriter simultaneously. Eventually, I achieved the distinction of becoming one of the youngest female creative directors in Mexico. As a creative director at JWT, my efforts yielded substantial outcomes for the company, securing both national and international creative awards. This success further elevated our standing in the advertising industry, gaining increased recognition.



ART CURATOR / RESEARCHER

Museo de la Ciudad de México May 2001 - Nov 2001

For half a year, I worked at the Museo de la Ciudad de México—a gig I took up to fulfill my social service requirement as I neared the end of my college journey. My time there was all about diving into research on Mexican pop-culture, street art and kitsch art.

Also, I pitched in by organizing an assortment of vintage items, mastering the art of packing original artworks, conducting interviews with local artists, and crafting ideas tailored for the spaces within the "Ojo por ver no se paga" exhibit. This stint left a profound mark on my creative process, significantly influencing how I approach concept development and execution.

Education

J Walter Thompson Worldwide / High Potential Class

Leadership Promise, Creative Field

In 2011, I had the incredible honor of being one of the 50 individuals chosen worldwide from WPP's extensive staff of 12,000 employees for the prestigious High Potential Program, recognizing my potential for leadership. As part of this program, I was fortunate to travel to New York City. There, I engaged in an intensive workshop focused on delving deep into self-exploration, all with the aim of fostering genuine leadership qualities and achieving both personal and professional success.

Universidad de la Comunicación, S.C.

Bachelor of Arts - BA, Visual Communications

1999 - 2003

Skills

Creative Direction • Storytelling • Concept Development • Branding & Identity
Design • Presentation Skills • Creative Design • Art Direction • Native Spanish Copywriting

Languages

English
Spanish (Native)

Awards

CLIO awards, New York Festivals, Cíclope Berlin, Cannes Lions Shortlist, D&AD, WPPed Cream Awards, Círculo de Oro, FIAP, Ojo de Iberoamerica, SOL Bilbao Spain.