



**CLAUS CIBILS**

**CREATIVE DIRECTOR | DIRECTOR | EXEC. PRODUCER**  
**+917-375-1775 | ME@NTSC.ME | NTSC.ME | LINKEDIN**

**Jack-of-all-trades maker, concept raider, savage storyteller & brand junky.**

I was born in Buenos Aires of Peruvian and Uruguayan hippie parents and raised in Caracas. For eight years I worked in Barcelona, and for the past nine have called New York my home.

I create, produce & direct for TV Broadcast, Branding, Advertising, Digital, Social Media, Marketing and Events. I develop projects from start to finish, working hand in hand with clients while building, running, directing and managing creative teams to ensure an optimum product.

I have inhabited the audiovisual world; working, experimenting, and learning from all facets of media production. The combination of my creative mind, managing skills, and expertise in multiple areas, has led me to become a uniquely versed and results-oriented Creative Director, Director, and Executive Producer.

**My mottos:** Never The Same Color / What I see is what you get / Self-made / With little I do much / Don't let the bastards grind you down.

**SKILLS**

Capable of handling multiple projects at the same time  
Management, Team Leadership and Building  
Networking (U.S., Latin America and Europe)

Concept Development, Storytelling, Branding Creation and Development (TV, Graphic, Interactive, Digital and Social Media) for TV Networks, Advertising, Marketing and Events

Fluent in English and Spanish

Fluent in Adobe CS and MS Office

**PROFESSIONAL EXPERIENCE:**

**NTSC (New York, US) / 2019 / [www.ntsc.me](http://www.ntsc.me)**

**Freelance Creative Director | Director | Executive Producer**

NTSC is my hub, brand and home, my freelance platform.

I create, executive produce & direct projects from start to finish ensuring an optimum product.

I count with an extended network of production co., post-production co., animation studios, artist, music and audio studios in Europe, USA, Mexico and Latin America to produce, shoot or post produce any kind of project.

**DIRECTV LATIN AMERICA (New York, US) 2013- 2019 /**

**2015 - 2019 / Creative Director | Executive Producer**

Managed, conceptualized, created, led and supervised all communication campaigns: 360, Advertising, On-air, Graphic, Digital and Branding from start to finish.

This role was core to the Management, Branding and Marketing projects that exude creative excellence, business and client needs.

Led DIRECTV Latin America 2018 rebranding and implementation.

Managed, supervised and led agencies, production companies, internal and teams abroad.

Oversaw 20 plus projects per month.



**CLAUS CIBILS**

**CREATIVE DIRECTOR | DIRECTOR | EXEC. PRODUCER**  
**+917-375-1775 | ME@NTSC.ME | NTSC.ME | LINKEDIN**

### **2015 / Creative Director | Sr. Production Manager**

Conceptualized, created, led, planned, coordinated, implemented and supervised all Creative Services and Communications productions including: Advertising campaigns, On-air and Branding.

Reviewed, edited, and approved treatments, outlines, shooting scripts, scripts, casting, schedules, budgets, graphics, music, rough cuts, and final versions of all major Advertising, On-air, Graphic and Branding campaigns under the supervision of the CVP.

Managed and supervised in-house team (performance, career growth, training and development).

### **2013 - 2015 / Sr. Creative Producer**

Conceptualized, created and produced all Creative Services projects (On-air and Branding) reviewed, edit, and approve treatments, scripts, casting, schedules, budgets, graphics, music, rough cuts, and final versions of all On-air, Graphic and Branding campaigns under the supervision of CVP.

Supervised in-house production team, responsible for managing their day-to-day performance.

### **NTSC (New York, US) / 2009 – 2013 / [www.nts.me](http://www.nts.me) /**

#### **Freelance Creative Director | Director | Executive Producer**

Conceptualized, created, executive produced & directed for TV Broadcast, Branding, Advertising, Digital, Social Media, Marketing and Events.

#### **Projects /Clients:**

DIRECTV LATIN AMERICA (NY, US): Creative Producer

Dancing Diablo (NY, US): Director | Creative Producer | Plumrose / Kraft Foods / Ralph Lauren Kids.

Basecamp Entertainment (NY, US): Producer | Allá Te Espero (colombian soap opera).

Vectorsoul (MAD & BCN, Spain): Creative Director | Head of Production | Director |

Teletoon (Canal +) / Fama (Cuatro) / MTV / Disney Channel.

Will Cross Media (BCN, Spain): Director | Partner | Mikado / Grefusa / Diesel .

### **Vectorsoul (MAD & BCN, Spain) 2004 - 2008 /**

#### **Creative Director | Head of Production | Director | Co-Founder**

Conceptualized and created concepts for all projects produced by the studio.

Lead and supervise production and creative team (more than 18 full-time and freelance)

Projects / Clients: Cuatro / Buzz / Pacha TV / TPAsturias / Antena3 / Nick / AXN / Fox /

HBO / Paramount Comedy / Seat /Volkswagen / Air France.

### **Group Films (BCN, Spain) 2005 - 2007 /**

#### **Director**

Projects / Clients: General Óptica / Seat, Hormiga y Cigarra / Radio Euskadi

### **DN\_PRO (MAD, Spain) 2002 - 2003 /**

#### **Creative Director | Visual Installation Designer | Video Jockey (VJ)**

Developed concepts and creative for all projects - clients.



**CLAUS CIBILS**

**CREATIVE DIRECTOR | DIRECTOR | EXEC. PRODUCER**  
**+917-375-1775 | ME@NTSC.ME | NTSC.ME | LINKEDIN**

**Urbe\* (CCS, Venezuela) 2001 - 2002 /**  
**Creative I Producer**

Developed concepts and produced all covers for the largest weekly alternative newspaper in Venezuela.

**Loquesea.com (CCS, Venezuela) 2000 - 2001 /**  
**Creative I Producer**

Developed concepts, copy and produced more than 50 advertising campaigns, and all the banners for the main web sights and for the sub webs.

**Rodven / Lideres / BMG (CCS Venezuela) 2000\_1999 /**  
**Label Manager**

Managed the communication for all Líderes / BMG Anglo products.

Designed and developed marketing plans for artists such as: Christina Aguilera / Foo Fighters / Dido / Hang the DJ.

**Paolo Merlini Producciones (Venezuela) 1998 - 1993 /**  
**Producer I Main field producer**

Managed the production, crew, time tables, location management and presentations:

Clients: Toyota, Coca-Cola, Mc Donald's, Cacique Limón, Banco Mercantil, Polar.

We produced +50 Spots per year

**E V E N T S & O T H E R W O R K S:**

**Sonar (Barcelona, Spain) 2002 & 2004 (www.sonar.es) / Producer I VJ (NTSC)**

Producer for Eskuadron Sudaka (Simpl3 + Babylon Motorhome), SonarVillage 2002. // > VJ for No-Domain VJ crew at SonarPark 2004. Visuals for La Mala Rodríguez / Buddy Peace / Buck 65

**CMYK International Trend Magazine Festival (Barcelona, Spain) 2004 / Producer I VJ**

**(NTSC)** > Managed and contacted + 450 magazines // > VJ for: Masha Qrella, Man's best friend, Gunther and Red Sound System.

**La Mega 107 FM (Caracas, Venezuela) 2002 (www.lamegaestacion.com) / Creative I Art Director I Producer** > Designed and produced of the chill out at the Caracas Pop Festival.

**VJ NTSC 2002 - 1998 / VJ I Video Installation Designer** > Design, content, production and video installation for: Diageo / United Distillers Venezuela, Malibu, Smirnoff and J&B / Lucky Strike, Ford, J&B and Polar Ice / Marlboro.



CLAUS CIBILS

CREATIVE DIRECTOR | DIRECTOR | EXEC. PRODUCER  
+917-375-1775 | ME@NTSC.ME | NTSC.ME | LINKEDIN

## AWARDS:

### > PROMAX / BDA Latin America Awards / [promaxbda.com](http://promaxbda.com)

- Digital social campaign | **Silver** | Autogestión campaña (2016)
- Promotional animation | **Nominee** | Nadie te da más basquet (2016)
- On-air promotion for channel website/app | **Bronze** | DIRECTV parking (2015)
- TV Holiday, Seasonal, Special Event Spot | **Gold** | World Cup Campaign (2014)
- TV Sports Promotion | **Bronze** | World Cup Campaign (2014)

### > Laus (Spain) / [www.laus.cat](http://www.laus.cat) / [www.adg-fad.org](http://www.adg-fad.org) / most important design awards in Spain

- TV branding | **Grand Laus, Gold and Silver** | Cuatro / 2Balls (2009)
- Special effects | **Silver** | 2ballzilla (2009)
- TV branding | **Silver** | Buzz (2008)

### > Viart (Caracas, Venezuela) / [www.viart.com.ve](http://www.viart.com.ve)

- **Viewer's Choice / Best Music / Best Costume Design** | Freak 3113 (1998)
- **Best Overall / Best Fiction / Best Music** | A donde tú vayas (1996)

## PUBLICATIONS:

- > **PROMAX** / international creative review / Creative Review: Plenty / December 18, 2017
- > **PROMAX** / Daily Brief (HOT SPOT) / Plenty Recreates Rio for DirecTV / August 17, 2016
- > **PROMAX** / TOP 5 HOT SPOTS: AUGUST 2016 / Plenty Recreates Rio for DirecTV
- > **MOTIONOGRAPHER** / 3D printing + projection mapping = DirecTV Rio 2016 / August 17, 2016
- > **STASH MEDIA** / Behind the Scenes With Plenty on "Directv Rio 2016" / August 18, 2016

## EXPOS:

- > A:1 / T:0 (NYC, US 2011) / TMB - Petan - k or die, video art.
- > Camel Arte (MAD, Spain) / Petan - k or die (2004) | Placer (Pleasure) (2003).
- > Experimental Club (Mad, Spain 2003) / [www.experimentaclub.com](http://www.experimentaclub.com) / Symphony Of A City

## SKILLS:

- > Jack-of-all-trades Creative Director, Director & Exec. Producer
- > Capable of handling multiple projects at the same time
- > Management, Team Leadership & Building
- > Networking (U.S., Latin America & Europe)
- > Concept Development, Storytelling, Branding Creation & Development (TV, Graphic, Interactive, Digital & Social Media) for TV Networks, Advertising and Marketing
- > Fluent in English and Spanish

## EDUCATION:

- > Universidad Católica Andrés Bello / Bachelor of Arts: Audiovisual Communication / 1998