



CLAUS CIBILS

CREATIVE DIRECTOR | DIRECTOR | EXEC. PRODUCER

+917-375-1775 | ME@NTSC.ME | NTSC.ME | LINKEDIN

Uniquely versed and results-oriented professional experienced in TV Broadcast, Advertising, Digital, Social Media, Marketing, Corporate and Events. Expertise in both tactically and strategically, developing projects from start to finish, working hand in hand with clients while building, running, directing and managing creative teams to ensure an optimum product. Proven success with a problem-solving attitude, and creativity to successfully deliver high quality, on schedule, and within budget award-winning projects.

Me in a few words: Jack-of-all-trades maker, concept raider, savage storyteller & brand junky.

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:

DIRECTV Latin America, New York

03/2013 – 02/2019

Creative Director | Executive Producer | 09/2015 – 02/2019

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.

Creative Director | Sr. Production Manager | 03/2015- 09/2015

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).

Sr. Creative Producer | 03/2013 – 03/2015

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.



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NTSC, New York, Barcelona / Madrid, Spain

01/2009 – 03/2013

www.ntsc.me | Freelance Creative Director | Director | Executive Producer

Developed projects from start to finish for different clients, conceptualizing, creating, executive producing and directing for TV Broadcast, Advertising, Digital, Social Media, Marketing and Events.

Led the concept, creative and direction of animation, live action and mix media.

Built, directed and managed creative teams internal and abroad to optimum executions.

PROJECTS | CLIENTS:

DIRECTV Latin America (NY, US): Creative Producer

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

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

Vectorsoul (MAD and 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, Madrid / Barcelona, Spain

01/2004 – 12/2008

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

Conceptualized, Directed and Produced all projects executed by the studio.

Led and supervised a creative team of more than 18 full-time and freelancers.

ADDITIONAL EXPERIENCE

Group Films, BCN, Spain, **Director**

DN_PRO, MAD, Spain, **Creative Director | Visual Installation Designer | Video Jockey (VJ)**

Urbe, CCS, Venezuela, **Creative | Producer**

Loquesea.com, CCS, Venezuela, **Creative | Producer**

RodvenLideres | BMG, CCS Venezuela, **Label Manager**

Paolo Merlini Producciones, Venezuela, **Producer | Main field producer**

EDUCATION

Bachelor of Arts in Audiovisual Communication

Universidad Católica Andrés Bello (UCAB), Venezuela

AWARDS:

PROMAX / BDA Latin America Awards / promaxbda.com

Digital social campaign | Silver | Autogestión campaign (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)