



hello

my name is david cuesta...

my name is david cuesta & i make stuff.

ads to be exact. across all platforms & disciplines. i'm passionate about the entirety of the creative process.

from pitch to production.

with the belief that better doesn't happen alone & that we can play a positive role in the growth of our the partners, clients & consumers...

havas

2011 - 2019
chicago il.

group creative director/creative new business lead

As a hands-on creative leader at Havas my tenure has included leading the design and creative P.O.V. of the agency, on-boarding of new accounts, talent acquisition/evaluation, and the organic growth of the accounts directly under my purview. After a history of new business growth my focus had been towards new business acquisition across the Havas network, successfully leading and winning many pitches in NYC, Baltimore, Atlanta and Boston as well as contributing to global level pitches.

top line results:

Instrumental in the creation of the Annex—a modern activations agency which utilizes untraditional processes with a strong focus on social, influencer and content strategies. Working with such clients as Coca-Cola, Adidas, Yeezy, Citibank and Starbucks. Due in part to the success of the Annex in Chicago, Havas has implemented this process opening Annex locations in NYC, Atlanta, Los Angeles, Berlin, Singapore and Paris.

A focus on growth with a keen understanding of data and it's implementation, leading innovative creative concepts that drive performance are the key factors for my transition into a new business lead role at Havas. This coupled with a collaborative approach and an unwavering attention to detail are responsible for 12 notable and diverse new business wins in 18th months such as; ConEd, Svedka, RiteAid, Starbucks, JBL and Dickies.

Rebuilt, retooled and refocused the oldest client in our network. Havas' relationship was one based primarily on the creation and deployment of DM for Citibank credit cards. The decline of these types of marketing materials and the de-prioritization of some of their older products really hurt our bottom line. I implemented a creative insight first approach in which we focused on the acquisition of modern forms of marketing such as retail, digital, omni-channel and social to create new and more sustainable revenue streams from Citibank. In the first year we were named their retail AOR, created their first ever award winning campaign for the Citi AAdvantage Card, launched the Citi Costco card with an omnichannel campaign that reached and surpassed both Costco's and Citi's goals, and won over a dozen digital projects which allowed us to diversify our team's talent and capability to continue to grow our relationship and ultimately our bottom line.

fcb

2005 - 2011
chicago il.

senior art director

Worked multi-discipline accounts, reporting directly to VP and SVP Creative Directors. Responsible for conceiving, presentation, staff management and mentoring skills. Worked on several successful new business pitches, bringing in such clients as Kmart, LG, VW, Qwest and Bayer.

As Lead Creative at 361 Experiential i managed all creative generated in this small but highly successful sponsorship, event, digital, and promotions arm of DraftFCB. Concepted and designed visual communication of brands within the sports marketing arena. Directed photo and video shoots for both print, digital and television with professional athletes such as Adrian Peterson, Joe Mauer, Leandro Barbosa, Matt Holiday and Tony Peña.

thanks



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