



DIANA PARRA

Creative Director

dianaparlo.com
hello.dianaparra@gmail.com
linkedin.com/in/dianaparlo
+34 689 016 037

Creative Director with 12+ years crafting integrated campaigns and brand work for global names — Volkswagen, New Balance, Samsung, Nespresso — across MENA, now in Madrid. Hands-on by nature: I lead teams, shape the strategy, and stay close to the work until it's right. I bring creative direction and strategic thinking together, because good-looking work that doesn't connect is just decoration. Bilingual in Spanish and English.

SKILLS

- Creative Direction
- Campaign Strategy
- Creative Strategy
- Creative Briefing
- Brand Design
- Art Direction
- Creative Leadership
- Adobe Creative Suite
- Generative AI & LLM prompting

CERTIFICATIONS

- 2026 AI Tools for Creative Professionals certification at Madrid Content School
- 2025 Strategy Fundamentals certification at Strategy Finishing School by Julian Cole

RECOGNITIONS

- 2021 Bronze for best Use of Audio Category at Dubai Lynx
- 2021 Silver for Health & Wellness Category at Tambuli Awards.
- 2021 Grand Jury for Creative Effectiveness at NYF Advertising Awards.
- 2021 Judge in female quotient SEEHER lens awards.

EXPERIENCE

CREATIVE DIRECTOR

Jan 2025 - Present

Freelance Independent | Madrid, Spain / Remote

Following an intentional sabbatical after 7+ years at Cheil (Strategy Finishing School 2025, AI literacy, hands-on craft), I returned to freelance with a sharper strategic focus.

- Won a competitive pitch for Volkswagen MENA as freelance CD, leading concept development and creative strategy via Cheil Worldwide
- Delivered brand identity work for Al Nabooda Automobiles
- Developed monthly content strategy and creative calendars for BoF Bank via Aimi Labs

ASSOCIATE CREATIVE DIRECTOR

Mar 2022 - Nov 2023

Cheil Worldwide | Dubai, UAE

- Led end-to-end creative development for Volkswagen and New Balance across MENA. From strategic brief through concept, production, and client delivery
- Managed creative teams of up to 5; directed production shoots and presented directly to senior clients
- Led the VW & Disney "Teramont x Wish" campaign — part of the 3rd consecutive year of the long-term Volkswagen x Disney partnership, built around the Wish movie launch to showcase Volkswagen's family SUV lineup
- Led the New Balance "Run Your Way" campaign, coinciding with NB's flagship Dubai store launch, with strong regional digital engagement
- Drove the New Balance 327 KSA launch in partnership with The Saudi Reporters. Boosted brand awareness and sales, and secured NB's first regional brand ambassador deal
- Led the VW Brand Attributes 360° campaign — multi-video series translating VW's core attributes into emotionally engaging stories rather than feature lists; coordinated across Cheil, VW's social/PR agencies, and Google; recognised by Volkswagen HQ as best collaborative effort across all partner agencies, with measurable lift in brand attribute awareness and SUV sales

SENIOR ART DIRECTOR

Mar 2021 - Mar 2022

Cheil Worldwide | Dubai, UAE

- Led ideation and integrated campaign development for Volkswagen and New Balance across MENA, driving brainstorming, overseeing production, and keeping cross-functional teams aligned from brief to delivery
- Launched the VW Gen GTI platform at Dubai Autodrome, grown into an active regional lifestyle community still running today
- Co-created the AAL Zikrayat Playlist (with Anghami), reaching 206,000 users in Lebanon with \$0 media spend and a 30% conversion rate

dianaparlo.com
hello.dianaparra@gmail.com
linkedin.com/in/dianaparlo
+34 689 016 037

LANGUAGES

- Spanish - Native
- English - Professional / Bilingual

EDUCATION

BACHELOR DEGREE IN GRAPHIC DESIGN

- Universidad del Valle de México, 2006-2010
- Exchange semester: Universidad Europea de Madrid, 2010

ART DIRECTOR

Cheil Worldwide | Dubai, UAE

Mar 2018 - Mar 2021

- Developed integrated campaigns for Volkswagen, New Balance, Nespresso, and Samsung across digital, social, and experiential platforms
- Led art direction for the Nespresso Ramadan campaign. The kinetic 3D visual approach outperformed previous years and earned a second consecutive run
- Championed the VW Born Confident campaign, introducing the T-Roc through real stories of two trailblazing women, launched across social, digital, and on-ground activations including "The Art of Confidence" exhibition
- Directed the VW & Disney "Made for Families" short film series concept and visual execution built around the long-term VW x Disney partnership
- Contributed to multiple new business wins through pitch work

SENIOR DESIGNER

Cheil Worldwide | Dubai, UAE

Jun 2016 - Mar 2018

- Produced digital assets for Samsung and Etihad Airways; took on increasing creative ownership ahead of promotion to Art Director
- Contributed to the pitch that won the Nespresso account
- Art directed Virgin Mobile "Said No One Ever" launch. With 10% brand awareness jump in one month, 5M social reach and 48K app downloads

DIGITAL DESIGNER

TBWA/ RAAD | Dubai, UAE

Mar 2014 - Jun 2016

- Built creative foundations in social and digital campaign work for Emirates, Emirates NBD, Infiniti, and Nissan
- Contributed to the pitch that secured the RTA digital website project

CONCEPT DESIGNER

Altea Live Experiences | Guadalajara, Mex

Dec 2012 - Feb 2014

- Developed concepts for 3D video mapping projections, holograms, and large-scale event experiences
- Key projects: Akron brand launch event; two video mapping installations for Guadalajara's city cathedral (city anniversary commission + annual Christmas mapping)