

Gonzalo López Baliñas

COMMUNICATION & MARKETING STRATEGY

Executive Creative Director · Associate Professor FIC-Udelar

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PROFILE

Communication and marketing strategist, executive creative director and adjunct professor of Creativity and Advertising at the Faculty of Information and Communication, Universidad de la República. I have experience leading brand, campaign, content, institutional communication, innovation, sustainability, diversity and gender equality projects.

I work at the intersection of creativity, technology, communication and culture. I help companies, institutions and organizations transform commercial, reputational or social challenges into clear strategies, relevant narratives and concrete actions.

My profile combines strategic thinking, creative direction, multicultural team leadership, teaching and consulting. I aim to build communication that connects with people, strengthens brands and generates real impact – with a responsible, human and future-oriented perspective.

AREAS OF EXPERTISE

Communication strategy · Strategic marketing · Branding · Positioning · Content marketing · Integrated campaigns · Institutional communication · Digital communication · Brand narrative · Storytelling · Innovation · UX · Growth · Accessibility · Sustainability · Diversity and gender equality · Team leadership · Cultural transformation · Strategic consulting

EXPERIENCE

Executive Creative Director / Communication & Marketing Strategist

November 2016 – present

Alva Creative House · Montevideo

- Strategic and creative leadership of communication, branding, content, integrated campaigns and positioning projects for local and regional brands, institutions and organizations.
 - Development of strategies, concepts and campaigns focused on audiences, business objectives, reputation, sustainability, gender equity and social impact.
 - Direction of multidisciplinary teams in advertising, institutional communication, digital transformation, content and brand building projects.
 - Design of narratives, campaign platforms, content plans, strategic presentations and creative solutions for diverse sectors.
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Innovation Director

November 2019 – present

ReAcción Latam · Montevideo

- Development of projects related to sustainability, technological innovation, data, creativity and environmental transformation.
 - Participation in the creation of products, digital experiences and communication solutions oriented toward social and environmental impact.
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Consultant

2019 – present

Empathy · Montevideo

- Advisory to companies on creative strategies focused on gender equality, inclusion, diversity and experience design.
 - Development of products, campaigns and communication processes focused on cultural transformation and sustainable impact.
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Associate Professor of Creativity and Advertising

July 2021 – present

Faculty of Information and Communication – Universidad de la República · Uruguay

- Teaching Advertising Creativity courses, integrating critical thinking, strategy, communication and campaign development.
 - Supporting students in creative processes, advertising industry analysis and communication proposal development.
 - Academic work connecting creativity, culture, media, technology and professional responsibility.
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Founder and Editor

September 2009 – June 2023

Teo y la Máquina de Ideas · Montevideo

- Co-founding and editing of a collective project dedicated to creativity, design, technology and innovation.
 - Development of content, activities and collaborations with a community of over 500 professionals, democratizing access to creative trends and contemporary thinking.
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Advertising Creativity Professor

September 2011 – December 2021

Brother Escuela de Creativos · Montevideo

- Training new generations of creatives in idea development, campaigns and advertising thinking.
 - Co-creation and delivery of "Digitalería", Brother's first digital advertising course, focused on creative strategies for digital environments.
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Digital Advertising Professor

2019 – 2020

FLACSO Uruguay · Montevideo

- Delivery of the Digital Advertising module in the Postgraduate Program in Digital Communication Management with emphasis on Public Good.
 - Training professionals in digital communication strategies, social impact campaigns and communication for public good.
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Communications Consultant

December 2015 – January 2018

Ingenious Agency · Montevideo

- Consulting in creativity, communication, design, prototyping and user experience for special projects.
 - Work with global teams in healthcare, agriculture and automotive industries, contributing to internationally recognized campaigns.
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Executive Creative Director

June 2009 – November 2016

Ginkgo MullenLowe · Montevideo

- Leadership of creative teams in campaigns for brands such as Antel, Renault, Unilever and Amnesty International.
 - Direction of integrated campaigns, creative strategies and projects recognized at national and international festivals.
 - Named Best Creative Director in Uruguay in 2012 and 2014.
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Chief Creative Officer

November 2014 – October 2016

Garabato MullenLowe · Asunción, Paraguay

- Overall creative direction of the Paraguayan subsidiary of the MullenLowe network.
 - Supervision and development of concepts, campaigns and executions for clients including Renault, Banco Regional and Unilever.
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Associate Creative Director

September 2012 – September 2015

MullenLowe Group · London / Global Projects

- Participation in special projects of the global MullenLowe network with teams from international hubs.
- Development of campaigns and pitches for global and regional brands including Unilever, Samsung, DirecTV, Amstel and Pernod Ricard.

Board Member

August 2012 – May 2013

Círculo Uruguayo de la Publicidad · Montevideo

- Member of the institutional board, with participation in the Festivals and Creative Competitions Commission and the Cultural Commission.

EDUCATION

Bachelor's in Communication Sciences

2003 – 2008

Universidad de la República

Master's in Innovation and Entrepreneurship

2016 – 2017

Universitat de Barcelona

User Experience in Physical and Digital Product Design

2021

Faculty of Architecture, Design and Urbanism – Universidad de la República

Rare with Google Leadership Academy

[Year]

Google / Rare with Google

Leadership program for creative industry professionals focused on diverse and underrepresented talent development.

Logic and Arguing

2015

Duke University

Gamification

2012

The Wharton School – University of Pennsylvania

CERTIFICATIONS & TRAINING

- UX Management: Strategy and Tactics
- Growth Hacking
- Accessibility: How to Design for All
- Become a UX Designer from Scratch
- User Experience: The Beginner's Guide

PROFESSIONAL RECOGNITION

Over 100 national and international awards in creativity, communication and cultural effectiveness for brands and institutions. Recognized at festivals including Cannes Lions, D&AD, New York Festivals, Clio Awards, El Ojo de Iberoamérica, FIAP, Wave Festival, IAB, Campana de Oro and Desachate.

Named Best Creative Director in Uruguay in 2012 and 2014. Jury member and speaker at national and international creative events and festivals.

CLIENTS & BRANDS

Antel, Renault, Unilever, Amnesty International, ANII, IDB, UNICEF, Samsung, Bill & Melinda Gates Foundation, Pernod Ricard, El Observador, Radio Carve, AB InBev, Roche, Sanofi, Banco Heritage, Banco República, Heineken, Budweiser, Office of the President, OPP, Exxon, Honda, History Channel, among others.

SKILLS

Strategy: Communication strategy · Brand strategy · Strategic marketing · Positioning · Planning · Strategic consulting

Communication: Institutional communication · Copywriting · Branding · Public relations · Brand narrative · Responsible communication

Marketing: Content marketing · Integrated campaigns · Digital communication · Growth · Audience-driven communication · Brand storytelling

Creativity & Innovation: Creative direction · Conceptualization · Campaign design · Innovation · UX · Prototyping · Digital experiences

Management: Multicultural team direction · Project leadership · Strategic presentations · Workshop facilitation · Teaching

Impact: Sustainability · Gender equality · Diversity · Inclusion · Cultural transformation · Communication for public good

LANGUAGES

Spanish — Native

English — Full Professional

Portuguese — Limited Working

REFERENCES

Available upon request.