



SIBILA MUÑOZ SUTER

ASSOCIATE CREATIVE DIRECTOR / COPYWRITER

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AREAS OF EXPERTISE

- Writing, ideation, presentation
- Print, TV, radio and digital
- Social media content creation
- UX and content strategy
- Direct, email and CRM marketing
- Activations and promotions
- Shopper marketing
- Experiential marketing

HONORS

- Art Director's Club Exhibit
- *Graphis Student Design* Entries
- Advertising Club of NY scholarship

EDUCATION

- School of Visual Arts, NYC
Advertising Major, BFA
- New School, NYC
Continuing Education

SKILLS

- Microsoft Office
- Fluent in Spanish

PROFILE

Creative leader and Copywriter, bringing strategic 360° campaigns to fruition. A client-facing brand steward with over a decade of experience. Proven results across multiple channels and verticals. Expertise in automotive, CPG, luxury, beauty, travel, liquor, financial and wellness.

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR | GTB, NYC | January 2019– Present

- Producing integrated retail-marketing initiatives for Tri-State Ford Dealers, including sales events, sponsorships and PRM initiatives to drive online traffic and in-store sales.
- Overseeing a team of up to seven and directing the production of video/digital campaigns.
- Developing co-branded promotional content to support sponsorships with local teams, including NY Yankees, NY Mets, NYCFC, NY Islanders, and NJ Devils.
- Strategizing content calendars and writing weekly live-read scripts for WFAN Sports Radio's Boomer Esiason to promote the Ford brand, local dealer events and sponsorships.

FREELANCE ASSOCIATE CREATIVE DIRECTOR | RAPP, NYC | October 2018– December 2018

- Produced social media and direct mail campaigns for Capital One, consumer and B2B.

ASSOCIATE CREATIVE DIRECTOR | GEOMETRY GLOBAL, NYC | July 2013–August 2018

- Developed a global tourism campaign for Brand USA, increasing website traffic by 40%.
- Drove product launches & social promotions for Pirelli Tires, one garnering 35K participants.
- Produced on- and off-premise marketing initiatives for Jägermeister and Gallo Wines.
- Increased engagement on social channels for Flintstones and One A Day Vitamins.
- Crafted retail activations for Dannon Yogurts, including POS, sampling events and experiential.

SENIOR COPYWRITER | G2, NYC | August 2008–July 2013

- Launched beauty / pharmaceutical lash innovation Latisse, developing its website, Facebook, collateral and scripts for testimonial videos, featuring celebrity spokeswomen and doctors.
- Established trust in Ally Bank's financial services via a mobile app campaign and direct mail.
- Improved GMAC Mortgage customer service via training materials, videos and signage.

FREELANCE COPYWRITER | ACXIOM, NYC | January 2008–August 2008

- Drafted emails and landing pages for Comcast, Wyndham Hotels and Citi Cards.

FREELANCE COPYWRITER | MRM, NYC | October 2007–December 2007

- Created engaging print, banners and direct mail for newly launched Verizon Fios.

COPYWRITER / SENIOR COPYWRITER | DRAFT/FCB, NYC | July 2003–August 2007

- Produced TV/radio for a telecomm giant Verizon (Consumer & B2B) and Verizon Wireless.
- Translated insurance jargon into effective print & direct mail for AARP Health Care Options.

COPYWRITER | GFS/LEVINSON GROUP, NYC | August 2000–June 2003

- Brought flair to print, TV and photo shoots for luxury home goods store Einstein Moomjy.
- Showcased Marriott and Renaissance Hotels' hospitality via print, OOH, radio and TV.