

About me

Creative Director with **fifteen years** taking brands from idea to product: from large-scale retail graphics at **Publicis Groupe** to leading 360 projects where identity, campaign, audiovisual production and digital platform come out of the same team.

I conceive brand concepts and land them across every channel: identity system, multichannel campaign, photography and video, web, e-commerce and SaaS product. I produce with **generative AI** to gain speed without losing judgement. Available immediately.

360 creative direction

Brand identity

IA generativa

Digital product

jt

Julio César Tello Ríos

Vilafranca del Penedès, Spain

/years leading brands

15

15

YEARS OF EXPERIENCE

+12

PEOPLE LED

15

COUNTRIES TAUGHT IN

7

TOUR CITIES

+500

ACTIVE SAAS USERS

01

PUBLICIS GROUPE RETAIL AWARD

Experience

APR 2025 – AUG 2026

BARCELONA · REMOTE

TMT Code

Creative Director and Marketing Manager

- 360 creative direction of the brand and of client projects: concept, identity, campaign, content and digital product from one team.
- Development of a **SaaS product with a crypto payment gateway** and **more than 500 active users**.
- Design and development of websites, e-commerce and lead-generation landing pages (HTML, CSS, React, WordPress) with technical SEO and SEO for AI search engines.
- Image, video and avatar production with **generative AI** (Midjourney, Magnific, Nano Banana, Kling, Veo, HeyGen) for campaigns and social media.
- Process automation with Claude, API integration and Telegram bots.

FEB 2024 – APR 2025

LIMA · HYBRID

House Match

Marketing Manager

- In charge of the company's marketing: strategy, acquisition campaigns and content.
- Creative direction of advertising campaigns and corporate and promotional material.
- Design and development of conversion-focused landing pages.
- Social media management and online positioning.

JAN 2024 – SEP 2024

WORLDUNITY.IO · REMOTE

World Unity

Head of Marketing · Blockchain and Fintech

- Marketing strategy and brand communication for **blockchain and fintech** projects.
- Art direction of digital campaigns and social media content (UNITY project).
- Community building and scaling on Discord, Telegram and X.
- Product branding and visual line.

EARLIER CAREER

2020 – DEC 2023 · LIMA

Freelance Art Director

Digital, e-commerce and performance · leading design and video teams

FEB 2015 – DEC 2016 · LIMA

Zrii

Graphic Designer

APR 2010 – DEC 2013 · LIMA

Grupo V Creativos

Web Graphic Designer

2016 – 2021 · INTERNATIONAL

Speaker and trainer

Professionals from 15 countries · tour of 7 cities in Peru (2021), audiences of up to 500

MAR 2014 – AUG 2015 · SAN ISIDRO

Publicis Groupe Peru

Senior Visual Designer · retail award

APR 2017 – 2019 · ATE, LIMA

TMT Design

Founder and Art Director

2012 – DEC 2013 · LIMA

Arte Textil Latino

Creative Designer

Featured projects

PERSONAL PROJECT

Sangre de Toro

Conceptual rebrand: logo, illustration and label system for the Original and Reserva ranges.

CLIENT · PERU

HappyChilling

Identity, art direction, social media campaign and online store with Niubiz, Yape and Plin payments.

FINTECH AND BLOCKCHAIN

UNITY

Brand, community and campaigns in Spanish and English, from the weekly live streams to the Punta Cana summit.

WEB AND GENERATIVE AI

San Roque Firma Legal

Website built from scratch, with all imagery generated with AI: responsive, web SEO and SEO for AI.

Stack

DESIGN AND PRODUCTION

Photoshop

Illustrator

Premiere

CapCut

Figma

Photography direction

AI · IMAGE

Nano Banana

Magnific

Midjourney

Grok

AI · VIDEO AND AVATAR

Kling

Veo

Seedance

HeyGen

AI · AGENTS AND AUTOMATION

Claude

API integration

Telegram bots

Automated workflows

Claude Code

ChatGPT

Vibe coding

WEB AND PRODUCT

WordPress

HTML / CSS

React

Landing pages

UX/UI

Crypto payment gateways

Monitoring

MARKETING

Meta Ads

SEO / SEM

Email automation

Community management

Analytics, KPIs and ROI

CONTENT AND VIDEO

Reels and Shorts

Social media content

Video editing

Content automation

INTERPERSONAL SKILLS

Public speaking to large audiences

Leadership

Emotional intelligence

Group training

Personal branding

Team motivation

LANGUAGES

Spanish · native

English · basic

Education

2025

Generative AI Masterclass

Cibernàrium · Barcelona

2018

Storytelling (May – August)

Brother Ad School · Lima

2017

Intensive Summer Course in Creativity (October – December)

Brother Ad School · Lima

2014–2018

Art Direction and Advertising

Toulouse Lautrec · Lima

2009–2012

Creative Designer

Institute of Design and Communication

ADDITIONAL TRAINING

SINCE 2016

Leadership and Public Speaking

Ongoing training

DOMESTIKA

Web Design with Artificial Intelligence

Online course

JUN 2020

Emotional Intelligence

Personal development

PLATZI

Vibe Coding

Online course

DOMESTIKA

Generative AI

Online course

PLATZI

Claude Code

Online course

Contact

✉

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PORTFOLIO

Behance

behance.net/juliotello

AVAILABILITY

Available immediately · On-site · Hybrid · Remote

Spanish residence and work permit · International driving licence · Willing to travel

JULIO CÉSAR TELLO RÍOS · CV 2026

01/01