EDUARDO VALLEJO LEOZ

JUNIOR ART DIRECTION · PHOTOGRAPHY · AUDIOVISUAL PRODUCTION

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▶ VIEW PORTFOLIO — www.librecreador.com

PROFILE

Barcelona-based visual creator: I direct and photograph my own fashion, film and visual storytelling projects, as well as pieces for marketing campaigns and specific projects. My most recent highlighted work is in my portfolio: www.librecreador.com. My foundation is more than a decade of experience in marketing, management and entrepreneurship, founding and running my own agency and creative projects, both collaboratively and independently. This past year I added training in Film Directing (ECIB) and Fashion Photography (IEFC) in Barcelona. I am now looking to join a creative team, bringing art direction, marketing skills, visual judgment and end-to-end production capability.

KEY SKILLS

- Art direction & visual storytelling — concept, references, color, styling and composition
- Photography & audiovisual production — fashion film, editorial and campaigns
- Moodboarding & visual research — from abstract idea to treatment
- Generative AI applied to the creative process — creating documents, presentations and websites; image and video prompting
- Production & project coordination — locations, casting, suppliers and deadlines
- Digital marketing & management — founding and running my own brands and agencies

PROFESSIONAL EXPERIENCE — MARKETING, MANAGEMENT & ENTREPRENEURSHIP

2024–2025 — Creative Marketing & Campaign Production — Amandau S.A.

- Contributed to the conceptualization and creative development of recurring marketing campaigns, particularly for the Gourmet Dessert Collection.
- Supported the complete creative workflow, from moodboards and pre-production to visual content production and campaign rollout.
- Adapted creative assets for digital channels and in-store promotions, supporting campaigns across a nationwide network of 200+ stores.

2021–2024 — Digital Marketing & Lead Generation Specialist — Sitesart.com

- Developed digital marketing campaigns for dental and aesthetic clinics, combining Meta Ads, Google Ads and conversion-focused landing pages.
- Built automated sales funnels using GoHighLevel CRM, integrating lead nurturing, appointment booking and promotional offers.
- KPI: Generated 100+ leads per month across multiple clinics, optimizing cost per lead (CPL) and conversion rates.

2021 — Gran Canaria · Founder — SitesArt Web

- Subscription-based websites and online stores for SMEs, focused on usability and SEO (sitesart.net).

2020 — Gran Canaria · Promotion & Marketing — Mundocreativo

- Created audiovisual content to attract sponsors; managed social media and advertising for a non-profit organization focused on EcoRoutes.

2019–2020 — Asunción, Paraguay · Co-founder — Hakembo (design & digital marketing agency)

- Clients: Shopping Villamorra (consulting, rebranding and follow-up), AlmaFit Festival, IH Patisserie (consulting and digital marketing).

2018–2019 — Asunción, Paraguay · Administrative Manager — Amandau S.A.

- Coordinated teams and suppliers, performance, inventory, HR and invoicing for the franchise at Shopping Pinedo.

2016 — Santiago, Chile · Channel Sales Representative (Software) — IBM

- Drove channel sales (Business Partners); conducted market analysis with product managers to tailor the software and hardware model to each client.

EDUCATION

- 2025–2026 — Film Directing (one-year introductory program) — ECIB, Escola de Cinema de Barcelona
- 2025–2026 — Fashion Photography — IEFC, Institut d'Estudis Fotogràfics de Catalunya
- 2017 — Master in Marketing — Universidad Adolfo Ibáñez, Santiago, Chile
- 2012–2016 — Business Engineering (Ingeniería Comercial) — Universidad Adolfo Ibáñez, Santiago, Chile

SELECTED CREATIVE PROJECTS

Metamorfosis del Alma — 2026 · Director & photographer (fashion film and editorial)

- Fashion film and editorial about the loss of innocence, between play, movement and nostalgia.

URGENTE — 2026 · Assistant art director (short film)

- Short film made alongside the Cinematography course at ECIB: set design, material selection and composition together with the camera team.

PEZ Jewelry — 2025, Bali (Indonesia) · Creative director & photographer

- Campaign for PEZ Jewelry's e-commerce: creative direction, photography and styling with a natural, editorial look.

Perdidas por BCN — 2025, Barcelona · Producer & photographer

- Collaborative editorial connecting Paraguayan craftsmanship with Barcelona: concept, photography and production. Selected by the IPA (Paraguayan Crafts Institute).

Yoga & Soul — 2021, Gran Canaria · Visual storyteller

- Photography, editing and web design for Coral Wan's identity and the launch of The Holi Lab.

TOOLS

WordPress · Lightroom · Adobe Premiere Pro · Final Cut Pro · CapCut · Adobe Photoshop · Procreate · Shopify / Wix / Squarespace · Facebook Ads

AI TOOLS

Claude · ChatGPT · Midjourney · Nano Banana

LANGUAGES

Spanish (native) · English (advanced) · Portuguese (intermediate) · French (beginner) · Catalan (beginner)

REFERENCES

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