

TONA OLVERA

Creative Director & Brand Strategist

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PROFESSIONAL SUMMARY

Award-winning **Creative Director & Brand Strategist** with over 15 years of experience leading high-impact integrated campaigns for global giants such as **Nike, Spotify, Netflix, and Jose Cuervo**. Expert in **Experiential Marketing and Brand Identity**, managing budgets from **\$26k to \$420k USD**. Proven track record in building cultural properties at scale, reaching over **27M+ listeners** and generating billions of media impressions. Recognized by **Cannes Lions, Clio, and Effie Awards**.

CORE EXPERTISE

- **Strategy:** Brand Strategy, Integrated Marketing Communications, CI/CD Development
- **Creative:** Creative Direction, Experiential Marketing, Cross-Channel Campaign Design
- **Management:** Team Leadership & Mentoring, Stakeholder Management, Budget & Project Management
- **Innovation:** AI Workflow Optimization, Strategic Problem-Solving, Workshop Facilitation

SELECTED PROFESSIONAL EXPERIENCE

SPOTIFY MEXICO | Creative Director | 2023 – 2025

- **Spotify Podcast Awards 2025:** Conceptualized the creative strategy for Mexico's inaugural podcast awards, reaching **27M+ listeners**
- Delivered **19 million earned media impressions** and **653K TikTok livestream views**, establishing a repeatable global model for creator recognition
- **Spotify Wrapped House:** Transformed digital data into a physical 5-room immersive experience, generating **260 million media impressions**

NETFLIX MEXICO | Creative Director | 2023 – 2025

- **Unboxing Netflix:** Reimagined PR events by creating an interactive museum with 8 immersive environments (K-Drama, True Crime, Sports)
- Drove the series to **Netflix Mexico's Top 5** for three consecutive weeks through authentic experiential storytelling

JOSE CUERVO (MX & US) | Creative Director | 2015 – 2025

- **Day of the Dead Limited Edition (2016-Present):** Manage the annual global series currently active in **7 countries**
- **Akamba Festival (2018-2026):** Led the festival's conception from the ground up, reaching **93.2M digital impressions** in its inaugural edition
- **Hangar 1 Fog Point:** Engineered the first vodka made from atmospheric water, resulting in **1.7 billion PR impressions** and a total sell-out in two weeks

NIKE | Experience Designer | 2016 – 2025

- **After Dark Tour 2025:** Designed the post-race experience for the global women's running series for **10,000+ participants**
- **Mercurial Speed Room:** Directed a timed performance challenge with **1,011 product trials**, translating global speed DNA into a hyperlocal trial

CONCACAF | Creative Director | 2023

- **Gold Cup 2023 Draw:** Led the visual identity for the ceremony at SoFi Stadium, broadcast to **50+ countries**
- Generated **5.46 billion total media and social impressions** through a unified brand system

HONORS & AWARDS

- **Cannes Lions:** International Festival of Creativity
- **Clio Awards:** Advertising & Design Excellence
- **Effie Awards:** Marketing Effectiveness
- **D&AD, Adweek, PR Week, AMAPRO:** Industry Recognition

JURY PARTICIPATION

- **Effie Awards:** Official Jury Member
- **Circulo Creativo:** Official Jury Member

TECHNICAL SKILLS & EDUCATION

- **Bachelor's Degree in Communication**
- **Tools:** Adobe Creative Cloud, Digital Asset Management
- **Languages:** Fluent English and Spanish