

# FERMÍN BLANCO

CREATIVE DIRECTOR / SCRIPTWRITER

## HELLO!

Seven years of experience in digital by creating audiovisual products and innovative experiences, leading production teams and working for brands like Mattel, Kellogg's and Reebok.

I believe in the power of a good story, because story is a self making device.

## EXPERIENCE

### Current

#### TV Azteca

*Storytelling Manager*

Creation and development of original formats for digital platforms.

### 2016 - 2018

#### KTBO Agency

*Head of Production*

Accountable for the audiovisual content of the agency by leading the production team. Worked for Mattel, Kellogg's Latam, Reebok, Bimbo.

### 2015 - 2016

#### Lunave Multimedios

*Creative video producer*

Video and stop motion animations for brands such as Toyota and Best Buy.

### 2013 - 2015

#### Agencia KTBO

*Creative Manager*

Creative coordination and accountability for the editorial content of the publishing team.

### 2010 - 2012

#### Periódico NMX

*Hard News editor*

Creation of editorial notes, news reports and interviews of social and politics topics.

## LANGUAGES

Advanced english

## CONTACT

T. 551827 - 8536

@ feblaperez@gmail.com

 ferminblancoprez

 ferminblancop

## AWARDS

Círculo de Oro 2018: Fórmula Like / Hot Wheels Gold and Bronze

Categories: advergaming and Social Piece

IAB MIXX 2018: Mattelitos

Website (storytelling).

IAB MIXX 2014: Metallica en la Antártida /

Coca-Cola Zero

Branded content

## EDUCATION

### FACULTAD DE CINE

Screenwriting speciality

2019 - 2020

### CUEC UNAM

*Film Screenwriting - Seminar*

2018

### UNAM

*Communication Studies - Bachelor's Degree.*

2006 - 2011

## PROJECTS

### Screenwriting for copies

*Consultor*

A consultancy service for creatives and agencies that helps agencies to combine narrative tools from films and advertising in order to transform campaigns into a organic communication platforms.

## EXPERTISE

- Creative direction
- Scriptwriting
- Transmedia narrative