David Sánchez Zacarías

CREATIVE AND STRATEGIC CONSULTANT

Mexico

minesingerr@gmail.com
5534446500 mobile

-360° full-funnel campaigns
-Brand building & performance marketing
-Social media & content strategy
-Creative team leadership
-Strategic marketing planning

Hundreds of local and global creative awards | Two-time winner of Best Short Film Screenplay at the Morelia International Film Festival | Cannes Lions winner for five consecutive years | Former Head of Creative Marketing at Nu Mexico.

EXPERIENCE

Creative and Strategic Consultant

David S. Zacarías

Mexico
Mar 2025 - Present

I work with brands and agencies to develop ideas that connect brand building, cultural relevance, and business growth.

My work spans Brand Campaigns, Product Launches, Growth & Performance Always-On, Earned Media Stunts, and Social Media Content, helping teams turn strategy into campaigns and creative systems that scale.

Head of Creative Marketing

Nu Mexico

México
Jan 2022 - Feb 2025

As Head of Creative Marketing, he led the 360 full-funnel campaigns for Nu Mexico.
Areas: Brand Campaigns, Product Strikes, Growth/Performance Always On, Stunts Earned Media and Social Media Content.

Chief Creative Director

Rock The Agency

México
Jan 2020 - Jan 2022

As CCD, he developed digital-focused campaigns for brands such as Tecate, Cerveza XX, Alpura, Kavak, Best Buy, among others.

Chief Creative Director

Flock / Isobar

México
Sep 2017 - Jan 2020

As CCD, he developed digital-focused campaigns for brands such as Nike, Nescafé, Nestlé Mother Brand, Asepxia, Mondelez, Cuervo, Kilo de Ayuda, among others.

Creative Director

Ogilvy & Mather

México
Sep 2007 - Sep 2016

As Creative Director, he developed 360 campaigns for brands such as Coca-Cola, Pfizer, Kentucky Fried Chicken, Nestlé Wellness, Unilever, AMIS, Tetra Pak, Casa de la Amistad, Amnesty International, Librerías Gandhi, Coca-Cola, Sprite, Nestlé Wellness, Pizza Hut, among others.

Copywriter / Associate Creative Director

Leo Burnett

México
Jun 2002 - Sep 2007

As Associate Creative Director, he developed advertising campaigns for accounts such as Procter & Gamble Regional (Ace, Always), Librerías Gandhi, San Rafael, Sears, Fondo de Educación Ambiental, and México Unido contra la Delincuencia, among others.

As a Copywriter (2002-2005), he developed advertising campaigns for accounts such as Procter & Gamble Regional (Ace), Procter & Gamble Mexico (Head & Shoulders, Herbal Essences), Disney, and Suburbia.

Advertising Professor

Miami Ad School

Ciudad de México
Jun 2015 - Dec 2015

He taught courses related to creative thinking applied to advertising.

Screenwriting Professor

Universidad Latinoamericana

Ciudad de México
Aug 2013 - Jun 2014

He taught creative screenwriting applied to advertising and filmmaking.

Judge | Speaker

Jury Member at the Effies Mexico

He participated as part of the Grand Jury at Effies Mexico 2024 and 2023 alongside industry leaders from brands and advertising agencies.

Jury Member at Mexico’s Creative Circle

He has served as a jury member at Mexico’s Creative Circle in 2014, 2016, 2018, and 2023 across multiple categories.

Jury Member at New York Festivals

In 2015, he served as a Grand Jury member in the Direct & Collateral category.

Speaker

He has participated as a speaker at:

-Experiential Marketing Summit MX 2015
-IAB Conecta 2016
- UNIVA Guadalajara Creativity Congress 2019

EDUCATION

Bachelor's Degree in Communication

Ciudad de México
Aug 1997 - Jul 2000

UNAM

CONTINUING EDUCATION

Filmmaking Workshop at New York

Duration: Four weeks, full-time.
Location: New York Film Academy.
Date: 2008.

Diploma in Creative Strategy to TV Ad Production

Duration: 72 hours
Location: University of Journalism and Art in Radio and Television
Date: 1999

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