ANA PAULINA AYALA



DIRECTOR OF CREATIVE PRODUCTION & BRAND STRATEGY

Brand strategy and creative project management professional with experience leading content campaigns and productions from concept to execution. I specialize in coordinating multidisciplinary teams and translating business objectives into creative solutions that become real projects.

PROFESSIONAL EXPERIENCE

DIRECTOR OF CREATIVE PRODUCTION AND BRAND STRATEGY
Trespuntos Co — Creative Agency
2024 – Actual

- I develop creative concepts and oversee the production of content campaigns for various media and platforms.
- I lead strategic brand planning and translate business objectives into visual narratives, commercial scripts, and content formats.
- I lead and coordinate the multimedia team (photography, video and editing), aligning creatives, production and clients throughout the entire project.
- I manage all phases of audiovisual production — from pre-production and planning, to execution and post-production — organizing talent, locations, technical teams and final deliverables.

TM&D PARTNERSHIP INTERN
British American Tobacco México
2023 – 2024

I collaborated with cross-functional teams in the implementation of promotional strategies and in coordination with business partners to improve execution in the sales channel.

E-COMMERCE COORDINATOR
MarketSync México
2020 – 2022

- I led the coordination of clients and teams for the cataloging and optimization of products in marketplaces such as Amazon, Shopify and MercadoLibre.

EDUCATION

UNIVERSIDAD DE MONTERREY
Bachelor's Degree in Marketing and Creative Strategy | 2020 – 2024
Outstanding Thesis: The Future of Advertising with AI

UNIVERSIDAD REY JUAN CARLOS — MADRID, SPAIN
Jan – Jun 2023
Marketing & Public Relations

YORK UNIVERSITY — TORONTO, CANADA
Marketing & Advertising | 2022

- Participation in international marketing projects, including development of integrated campaigns, channel expansion strategies and product launches.

LANGUAGES

- Spanish (Native)
- English C2 (professional)
- German (limited)

SPECIALIZATION

- Brand strategy
- Creative project management
- Audiovisual production and content
- Coordination of multidisciplinary teams
- Campaign planning and customer communication.
- Herramientas: Adobe Creative Suite, Figma, Meta Ads, Google Ads, Microsoft Office, Shopify.

CONTACT

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