



Paco Torres

Creative Director/Writer/Film Director

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- Google Business as Film Director

■ **PROFILE:** You can watch a Testimony film from clients here

Creative Director, Commercial and Fiction Director with more than 20 years experience.

- As a **Creative Director**, I have the ability to think both strategically and tactically, to move from high concept to hard-working detail and build and execute multi-channel campaigns including both traditional and new innovative channels.
- As a **Film director**, I have directed campaigns for major Brands globally, Film and TV, telling stories with powerful meanings and emotions.
- As a **writer** and **copywriter**, I have written games, advertising campaigns, copy and fiction scripts for TV and Cinema.

■ EXPERIENCE

Creative Director, driving innovative ideas that support Brands goals.

- Milimeter Productions** (Saudi Arabia) Sept 2022, Music Video for Now United.
- Jether TV** (Saudi Arabia), August 2022, National Day Campaign for Roshn Real Estate.
- Takkah Productions & TTP Agency** (Saudi Arabia), January 2022, Riyadh Season.
- Made in Saudi and JWT (Jordan)**, July 2022, GIG TVC Campaign.
- Ali Bin Ali & Acciona**, (Qatar), 2018, 2019. Galleries Lafayette, Monoprix, Qatar Gas, Qatar Petroleum, 21 High Street Shopping Mall, Qatar Airways, Albina Nuts, Qatar Foundation.
- Advertising Agencies as Cawley Nea, Grupo Imagen Agency, McCann Erickson (Manchester and Seville), Tapsa, Ad-volution**, 2001-2010, Guinness, Seville FC, Caja Rural Bank, CEA, Agerul, Marbella Major, Gateway Computers, Escala Real Estate, Metromar Mall, Isla Mágica Amusement Park.

Director

Commercial, directing extraordinary content and delivering smart, relevant and creative ideation with excellent communication skills and leadership ability.

- Chita Films** (Peru), Oct 2021, TVC for UCV University.
- Great Guns**, 2021, Sony Music, Pepsi, Gatorade.
- VIP Films** (Istanbul), March 2020, TVC for HSBC Bank.
- All about Productions, Warner Bros Spain, Golden Pictures, Some productions, The industry, The Ants, Resolution films** and many more, 2015-2020, for Brands as Castania Nuts, Santander Bank, SGBL Bank, KFH Bank, Alfardan Qatar, among others.

Fiction, developing, pitching, writing and directing fiction, digital content and TV worldwide. My work has been and it is in Platforms as Netflix, Filmin and have been in more than 200 International film festivals, distributed in cinemas in different countries, with more than 30 awards.

- Bethel TV series** (Development), **Motel Paradise** (Development), **Leviticus 20:13** (Development), **Las Agujas de la noche** (Development), **The Magic of Hope feature film** (2009), **Saol feature film** (2015), **Shooting the breeze TV program** (2010), **The Rattle of Benghazi short** (2012), **Halowin short**(2012 selected by Lars Von Triers for his film Gesamt.), **Seventy short** (2006), **Kutlur Project TV program** (2007).

SOCIAL NETWORK



LANGUAGES

English



Spanish



SOFTWARE

Mac OS Environment



Microsoft Environment



iMovie



Final Draft



Adobe Premiere



DaVince Resolve



Scan Portfolio

Writer, writing games, fiction, tv, documentary & copywriting for advertising campaigns.

- I have the ability to develop strategic thinking and creative concepts that result in compelling campaigns and creative work for Brands, in agencies and production companies worldwide.
- I have excellent writing and communication skills including the ability to create and deliver presentations that articulate ideas in a compelling manner to build acceptance and support, as in companies as Warner Bros Spain, Acciona and many more production companies worldwide.
- I have written and co-written scripts for fiction films and tv programs, leading groups of people as writers, directors, producers and full understanding of short and long form content in photo, video and digital work stream, in Companies as Blizaard Entertainment (World of craft) or Vivendis Games (Caesar III, Barbie).

■ EDUCATION

- Business Certificate in Marketing and Advertising, The Institute of Marketing of Ireland, Ireland, 1998-2001.
- Master in Directing, Producing and Cinematography, CECC, Spain, 2001-2002.
- Transforming Future, Personal Growth, CEA La Caixa Foundation. 2022.
- Social Entrepreneur course, Telefonica Foundation, 2021.
- Digital Marketing course, Telefonica Foundation, 2022.
- Digital Marketing Activate Google, 2018.
- Lighting and Camera course, Film base, Ireland, 2013.
- Creative Techniques, Palm Renton, FAS Ireland, 2012.
- Creative Writing, Bobette Buster, Screen Training, Ireland, 2005.
- Acting course, Gaiety School, Ireland, 2004.
- Analysis Cinema, Saor-Ollscoil Na Heirean, Ireland, 2003.
- Writing fiction script and building characters, Laurence Henson, Ireland, 2001.
- 4 Years Engineering at University of Seville, Spain, 1993-1997.

■ SKILLS

- Building, leading and mentoring teams worldwide as CD and Director.
- Management, coordination, controlling and planning of teams and budgets.
- Presentation and creation of pitch of projects and decks, with great communication skills.
- High quality creative and visual direction in media projects.
- Excellent thinker, always looking at the best angle within budgets.
- Experience in leading teams with different nationalities and backgrounds.
- Creating and directing best possibly campaigns fitting on budget and time.
- Anticipating to future problems and creating solutions before a problem happens.
- I see the big picture while keeping an eye on every details thanks to my know how in marketing, advertising and production.

■ AWARDS

- Cannes Silver Award as Creative Director for Commercial Bank Campaign, France, 2016.
- Amnesty International Award for my film The Rattle of Benghazi, Germany, 2014
- ICC Human Rights Award for The Rattle of Benghazi, Ireland, 2013.
- RTVA Award for The Rattle of Benghazi, Spain, 2013.
- RTVA Award for Seventy, Spain, 2006.
- Finalist at JC Decaux Awards for Disney Campaign, Spain, 2016.
- 4 Nominations Asecan Awards for The Magic of hope, Spain, 2012.
- Best film at European Film Promotion for The Magic of hope, USA, 2012.
- Nomination at Golden Blogs Awards for Best film, The Rattle of Benghazi, 2013.
- Best film Award for The Rattle of Benghazi at I Mostra Alboraya Film Festival, 2013.
- Best Director Award at Rivas Macias Film Festival, Spain, 2013.
- Best Human Rights Awards for Best film at Invisibles film Festival of Bilbao, Spain, 2013.
- And many more, please check my site.

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