

GABRIEL ASCENCIO

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PORTFOLIO

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PROFESSIONAL SUMMARY

Bilingual Creative Director and Copywriter with 20+ years of experience developing culturally resonant campaigns for major brands including Covered California, Comcast, JCPenney, Chick-fil-A, Fannie Mae, Valvoline, Coors, CDPH, SiteOne, and others. Expert in bilingual copywriting, transcreation, and cross-cultural marketing. Trusted by agencies and brands alike to lead integrated campaigns across TV, digital, print, and social.

WORK HISTORY

Aug 2021 - Current
Los Angeles, CA

Freelance Creative Director/Senior Copywriter / Various Agencies

Worked with agencies including Barú Advertising, MarketingSi, Fluent360, Walker Advertising, and Moontide

- Created original, culturally attuned concepts that evolved into full-fledged campaigns across digital, social, print, and broadcast media for Covered California, CDPH, Fannie Mae, Celaya Tequila, Tech Credit Union, and other brands
- Provided bilingual transcreation and adaptation of general market work for Spanish-speaking audiences
- Delivered strategic marketing insights to support campaign development and audience engagement
- Supervised production processes to ensure brand consistency and timely execution across all platforms

Feb 2013 - May 2021
Huntington Beach, CA

Creative Director / Gallegos United

- Built and led the most profitable in-house department, handling high-volume retail projects across all media
- Founded and directed the in-house transcreation team, ensuring cultural and linguistic accuracy
- Supported brand and campaign development for Comcast, Chick-fil-A, Xfinity, SiteOne, Cacique, JCPenney, and Valvoline

Jul 2002 - Feb 2013
Long Beach, CA

Founder & Creative Director / ETL Communications

- Company Overview: Founded boutique shop focused on Hispanic advertising for agencies, SMBs and major brands

- Clients included: Time Warner Cable, Kaiser Permanente, Anthem Blue Cross, Taco Bell, Intel, Alaska Airlines, Mike's Hard Lemonade, T-Mobile, Toyota, and Warner Bros

Aug 1996 - Sep 2002
Irvine, CA

Creative Director / Casanova Pendrill

- Managed creative teams on campaigns for Coors Light, Pueblo Corporation, General Mills, and Tampico

Oct 1994 - Aug 1996
Los Angeles, CA

Copywriter / Cruz/Kravetz: IDEAS

- Contributed to campaigns for Mexicana Airlines, El Pollo Loco, Denny's, and La Opinión

SKILLS

- Copywriting
- Hispanic Market Insights
- Transcreation
- Social Media Marketing
- Direct Response
- Audio Direction
- Workflow Processes
- Adobe Creative Suite
- Hispanic Market Strategy
- Concept Development
- Translations
- Direct Marketing
- Creative Direction
- Production Supervision
- Microsoft Office

EDUCATION

Los Angeles, CA

AAAA's Advanced Advertising Studies

Loyola Marymount University

Detroit, MI

B.A. in Mass Communications / Film

Wayne State University

Mexico City

Advertising and Marketing

Instituto De Mercadotecnia Y Publicidad