

NICO OCHOA

STRATEGIC CREATIVE LEAD

18+ years of experience. Argentinian creative, based in Barcelona, working across the US, Europe and Latin America.

Since 2008 I have worked at international agencies, led creative teams and worked with brands including **Coca-Cola, Netflix, Uber, AB InBev, PepsiCo, P&G, adidas and Unilever**.

I work through **Do It Ourselves LLC**, a US-based independent company, on global projects and pitches, new business and integrated campaigns.

250+ international awards, including Cannes Lions, plus multiple Golds and Grand Prix at D&AD, The One Show, Clio, New York Festivals, El Ojo de Iberoamérica, El Sol, ADC*E and Effie.

Best Creative of the Year 2016 — Argentine Creative Circle.

CONTACT

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LINKEDIN
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COMPANY
heydios.com

BASED IN
Barcelona, Spain

LANGUAGES

Spanish / English

WORK PERMIT

Permitted to work in the US

WORK EXPERIENCE

Strategic Creative Lead — Do It Ourselves LLC JUN 2018 – PRESENT
Global projects and pitches for leading agencies and international brands, mostly confidential. From NYC, Miami, Toronto, Amsterdam, London, LA, Chicago, Dallas, Paris, CDMX, São Paulo, Bogotá, Madrid, Barcelona, Buenos Aires, Singapore, Dubai and Moscow.

CD / ECD — Mercado McCann 2014 – 2018
Netflix, Coca-Cola, AB InBev, Uber, among others.

Sr. Art Director — Young & Rubicam 2011 – 2014
Coca-Cola, Movistar, DirecTV, LG, AB InBev, Danone, among others.

Jr. Art Director — Kepel & Mata 2008 – 2011

JURY EXPERIENCE

New York Festivals (2022, 2026) · **El Ojo de Iberoamérica** (2025) · **Argentine Creative Circle** (2 editions) · **Lápiz de Platino** (4 editions)

EDUCATION

2024
Harvard Business School
Negotiation Mastery

2006
UCES — University of Business and Social Sciences
Degree in Advertising