

GIOVANNI GANTIVA

SUMMARY

Experienced Creative Director and Graphic Designer with a strong track record in advertising, media entertainment, and design. Currently leading innovative campaigns at RCN Televisión, specializing in mass audience communication strategies. Recognized for directing successful campaigns for top brands, with expertise in collaborating with diverse teams. Extensive experience in directing television commercials for renowned brands. Passionate about digital marketing and visual communication.

EXPERIENCE

Creative Director, 05/2019 - Current **RCN Televisión S.A.**

- Leads creative marketing campaigns for brands, fiction series, reality shows, and original content.
- Directs multifunctional creative teams in developing and executing compelling communication strategies for mass audiences.
- Leads multifunctional creative teams to develop and execute innovative marketing campaigns for on-demand content platforms (Amazon Prime Video, Netflix, Vix, and Telemundo) in top-rated productions such as Manes, Betty La Fea, Leandro Díaz, Café con Aroma de Mujer, Rigo, La Casa de los Famosos, among others.
- Cinematographic director of advertising campaigns for institutions such as the National Police of Colombia, the National Federation of Departments 32 Regionally Our Own, RCN FM, Walk for Solidarity for Colombia, The X Factor, Survivor, the Mayor's Office of Bogotá, Hay Festival, among others.

Marketing Director, 03/2024 - Current

LATV Latin American Television RCN International Networks

- Design and implement comprehensive marketing strategies to create awareness of the company's business activities.
- Plan and execute campaigns corporate promotion, launching of new product lines, TV series, etc.
- Conduct general market research to keep abreast of trends and competitor's marketing movements.
- Control budgets and allocate resources amongst projects.
- Become the organization's agent towards external parties.

Creative Director, 06/2010 - Current

LATV Latin American Television RCN International Networks



CONTACT

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SKILLS

- Marketing Management
 - Marketing Strategy
 - Film Direction
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WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/giovanni-gantiva-5b737192>

- Leads creative marketing campaigns for brands, fiction series, and original content.
- Directs multifunctional creative teams in developing and executing compelling communication strategies for international mass audiences.
- Directs multifunctional creative teams to develop and execute innovative marketing campaigns for on-demand content platforms (RCN Extra, RCN Total, RCN +).
- Implements effective marketing strategies to improve the visibility of brands RCN Internacional, RCN Novelas, and NTN24.

Director of Post Production, 01/2008 - 07/2010

Cinema Films S.A.

- Directed multifunctional teams to produce television commercials for multinational agencies such as McCann Erickson, Young & Rubicam, Sancho BBDO, among others, for brands such as Fritolay Pepsico, Alpina, Colombian Institute of Family Welfare, Asocaña, National Directorate of Narcotics, Belleza Express, among others.
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EDUCATION AND TRAINING

M.D., Marketing Management, 2022

Politécnico Grancolombiano

Graphic Design, 2003

Universidad Jorge Tadeo Lozano

LANGUAGES

Spanish: First Language

English:  C1

Advanced (C1)

ACCOMPLISHMENTS

- Winner of a Silver award in the Best Work Never Seen category at the Promax Latin American Awards, awarded by The Global Entertainment Marketing Academy of Arts and Science.
- Finalist in the Promax Latin American Awards of The Global Entertainment Marketing Academy of Arts and Science with the TV campaign for "Survivor La Isla de los Famosos 2023".