

Sebastian Santana Bru

Executive Creative Director

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EXECUTIVE PROFILE

Executive creative leader with 20+ years building brand platforms, integrated campaigns, and creative teams across Latin America and US Hispanic markets. Led Creative Shop for Meta across Pan Latin America and the Andean Region, guiding multidisciplinary teams and senior partners across Facebook, Instagram, and WhatsApp. Brings strategic vision, cultural fluency, and hands-on craft across copy, art direction, social, digital, and production, with a record of turning audience insight into scalable storytelling systems.

LEADERSHIP SCOPE

Regional Creative Leadership | Brand Strategy and Positioning | Integrated Storytelling | Creative Team Development

Culture and Audience Insight | Executive Presentations | Cross Functional Partnerships | Production Oversight

PROFESSIONAL EXPERIENCE

Founder and Executive Creative Director

2023-Present

The Playful Six | Miami, Florida

- Founded and lead an independent creative studio developing brand platforms, campaigns, and content across traditional, digital, social, and creator-led channels.
- Partner directly with clients from strategy and concept through scripts, creative direction, production, and final delivery.
- Use AI-assisted research, prototyping, and production in lean creative workflows while retaining human-led concept development and creative judgment.

Head of Creative Shop

2018-2023

Meta | Pan Latin America and Andean Region | Miami, Florida

- Led regional creative strategy and mentored multidisciplinary teams working across brand, platform, and advertiser initiatives.
- Directed integrated and social-first work across Facebook, Instagram, and WhatsApp, connecting story structure to platform behaviors and business goals.
- Partnered with senior stakeholders across markets and guided culturally relevant creative for Latin American and US Hispanic audiences.

PROFESSIONAL EXPERIENCE

Creative Director

2012-2018

The Community | Miami, Florida

- Led integrated campaigns across television, digital, social, print, and out-of-home for multicultural audiences.
- Guided copywriters, art directors, and production partners from brief to launch and presented creative recommendations to senior clients.
- Explored emerging social formats and creator partnerships, adapting ideas and production approaches to changing audience behavior.

Creative Director and Senior Copywriter

2000-2012

Mother Buenos Aires and Other Agencies | Buenos Aires, Argentina

- Developed integrated brand ideas, campaigns, characters, and storytelling for consumer brands across Argentina and Latin America.
- Helped develop the Mamá Lucchetti and Matarazzo creative platforms, combining audience insight with distinctive, scalable executions.

SELECTED BRAND PLATFORM RESULTS

- **Mamá Lucchetti:** Helped make the brand an enduring part of Argentine culture by moving its storytelling from live action to relatable animation after audience testing. Its Facebook community grew from under 50K to 1.1M by the end of 2011.
- **Matarazzo:** Built the Rock the Pasta platform around new ways to enjoy pasta, creating a repeatable system for audience participation and ongoing brand content.

RECOGNITION AND EDUCATION

Cannes Lions | One Show | Clio Awards | El Ojo de Iberoamérica | FIAP

Bachelor's Degree in Advertising and Communications | Universidad Argentina de la Empresa UADE | Buenos Aires

LANGUAGES AND TOOLS

Spanish native | English fluent | Adobe Creative Suite working knowledge | AI-assisted creative and production tools