

# Resume: Elva del Rosario Pacheco Llanos



**Address:** Buschmühlenweg 159, 15230 Frankfurt (Oder), Germany

**Phone:** +49 152 22 321 360

**E-Mail:** [elvapacheco20@gmail.com](mailto:elvapacheco20@gmail.com)

**Web:** [pachecollanos.com](http://pachecollanos.com) **LinkedIn:** [Profile](#)

*Award-winning Junior Art Director who's been lucky enough to play with advertising, social media, and digital media (and win some cool stuff along the way). I'm passionate about telling stories that people feel. I mix graphic design, concept creation, photography, and illustration with a serious love for artificial intelligence to create work that truly connects. Yes, I work on AI projects and honestly, some of my best collaborators are robots.*

## Work Experience

### **Junior Art Direction / Communication specialist Freelance (June 2025 – Until now)**

*GIZ China, GIZ Ukraine, EV Bolivia, Genero Platform*

- Art Direction, Concept development, graphic design, newsletter, AI concept/ edition video spots

### **Junior Art Director (Apr 2023 – Apr 2025)**

*Scholz & Friends GmbH, Berlin - Germany*

- Art Direction, Concept development, AI image generation, graphic design, creative concepts, social media design, and execution for major clients *Bundesministerium für Digitales und Verkehr (BMDV)*, *Runter vom Gas*, *AOK*, *toom Baumarkt*, *Das Ruhrgebiet*.

### **Art Direction Intern (Jul 2021 - Dec 2021)**

*Ogilvy GmbH, Berlin - Germany*

- Art Direction, creative concepts for *Milka*, *Nestlé*, *Burger King*, *Zalando*, and *Food Panda*.

### **Art Direction Intern (Apr 2021 - Jun 2021)**

*Thjnk Agentur GmbH, Hamburg - Germany*

- Design and creative concepts for *Audi International* and *Rewe*.

### **Art Direction Intern (Jan 2021 - Marz 2021)**

*Jung von Matt Spree GmbH, Berlin - Germany*

- Design and creative concepts for *Hyundai* and *Amorelie*.

### **Communication Consultant & Graphic Design (May 2006 - Sep 2019/ 2019 – 2022 / 2025)**

*GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit, Bolivia/ Latin America*

- Branding, marketing and communication strategies, Art Direction, concept creation and graphic design for energy projects (Regional level, Bolivia) and newsletter management.

## Education

### **AI Media and Content Designer (2026)**

*WBS Akademie, Berlin - Germany*

### **Art Direction Portfolio (2019 - 2021)**

*Miami Ad School, Berlin- Germany*

### **Awarded Course “Integrated Land Use Management” (2011)**

*UNEP/UNESCO/BMU, Dresden – Germany*

**Awarded Course “Audiovisual communication, renewable energy efficiency and climate change”**  
Internacional University KMGNE Germany, and University Humanismo Cristiano, Chile

**Master’s in advertising management (2004 - 2005)**  
U. Complutense Madrid, Spain with JW Thompson Agency

**BA in Communications (2000 - 2003)**  
Bolivian Catholic University, Bolivia

### Skills & Tools

- Adobe Photoshop, Illustrator, InDesign, After Effects, Midjourney, Adobe Firefly, Gemini, Suno, Nano Banana, Runaway Gen 2
- Newsletter and web page administration: Joomla, Mailingwork, Wordpress, Wiki- Energypedia
- **Some ad awards:** NYX Awards, D&AD, The Drum Chip Shop, ADC Young Ones, Montreux and more.

### Languages

🇪🇸 Spanish – Native, 🇬🇧 English – Proficient, 🇩🇪 German – B2 (language course)