Resume: Elva del Rosario Pacheco Llanos

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Award-winning Junior Art Director with agency experience in Germany, working across advertising, social media, and digital campaigns. I support the development of creative ideas and campaigns from concept to execution, combining visual storytelling, design, and AI-supported workflows to create engaging and relevant communication. 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, and visual execution for international communication projects.
• Support in campaign creation, newsletters, AI Video generation, and digital content.
• Collaboration in cross-cultural teams and multidisciplinary environments

Junior Art Director (Apr 2023 – Apr 2025)
Scholz & Friends GmbH, Berlin - Germany
• Support in the development of creative concepts and campaigns for clients such as Bundesministerium für Digitales und Verkehr (BMDV), AOK, toom Baumarkt, Runter vom Gas, and Ruhrgebiet
• Collaboration on brand communication across social media, digital platforms, and integrated campaigns.
• Contribution to idea generation, visual concept development, and execution.
• Support in the preparation of client presentations, creative decks, and mood boards.
• Use of AI tools for concepting, image/video generation, social media posts, and creative exploration.
• Support for Art Direction in Video production.

Art Direction Intern (Jul 2021 - Dec 2021)
Ogilvy GmbH, Berlin - Germany
• Support in creative concept development and campaign ideation for international brands, like Milka, Nestlé, Burger King, Zalando, and Food Panda.

Art Direction Intern (Apr 2021 - Jun 2021)
Thjnk Agentur GmbH, Hamburg - Germany
• Support in design and concept development for integrated campaigns for Audi International and Rewe.

Art Direction Intern (Jan 2021 - Marz 2021)
Jung von Matt Spree GmbH, Berlin - Germany
• Support in creative concepts and visual development for brand communication 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, communication strategies, and art direction for international projects
• Concept development and graphic design for regional and digital communication
• Newsletter management and content production

Education

Artificial Intelligence (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
- AI tools: Midjourney, Adobe Firefly, Gemini, Runway Gen-2, Suno
- Concept development, creative ideation, and visual storytelling
- Social media design and digital campaign execution
- Strong interest in trends, innovation, and creative technologies
- Newsletter and web tools: Joomla, Mailingwork, WordPress, Wiki-Energypedia
- **Some ad awards:** NYX Awards, D&AD, The Drum Chip Shop, ADC Young Ones, Montreux, and more.

Creative Strengths

- Strong conceptual thinking and idea development
- Passion for trends, creativity, and award-level work
- Confident use of AI tools in the creative process
- Motivated, flexible, and collaborative team player

Languages

ES Spanish – Native, GB English – Proficient, DE German – B2 (language course)