



CAREER GOAL

To be a creative in a dynamic and innovative company, where I can display my storytelling skills, knowledge and enthusiasm.

CONTACT

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SKILLS

Creative
Team-player
360° thinker
Empathetic
Curious
Adaptable
Interested in multicultural environments
Cheerful & friendly

LANGUAGE

Fluent in English and Spanish

HOBBIES & INTERESTS



FRANCISCO RUESTA

CREATIVE COPYWRITER / WRITER

I bring 15 years of experience in writing, together with 9 years in creative copywriting for different clients and platforms. Even though I am focused on the Children's Entertainment Industry, I am always looking for new storytelling challenges.

WORK EXPERIENCE

06/2020 – PRESENT / CREATIVE COPYWRITER SUPERVISOR THE WALT DISNEY COMPANY LATIN AMERICA.

Part of Disney+'s Social Engagement & Content Marketing team, which is continuing the digital transformation of the company. Responsible for developing the voice of the brand and executing it through different platforms and media.

 I helped to develop the announcement of Disney+ launch through a unique leak content strategy that reached in TW 98M users through 1,9B Impressions and became TT in key markets in the first 2 hs.

PRESENT / CREATIVE WRITER AND CONTENT EDITOR STORYTELLER.

Writer of a wide range of Children's Entertainment content such as short stories, poems, scripts, and video games.

 *The Princess' choice*, a tale about diversity and inclusion, won the First Contest of Children Books organized by the National University of La Plata and was declared of legislative interest by the Chamber of Deputies of the State of Buenos Aires.

04/2019 - 06/2020 / UX WRITER

DESPEGAR.

Responsible for understanding how users feel at each step of their journey across the platform, and for composing high-quality copy, so they feel confident to finish their tasks in the most effective manner. In charge of Despegar's voice and tone.

 I created relevant and engaging digital content for "Bundles," one of Despegar's strategical projects for 2019.

10/2018 - 06/2020 / FREELANCE CREATIVE COPYWRITER THE WALT DISNEY COMPANY LATIN AMERICA.

Responsible for writing and presenting creative ideas, concepts, and content for numerous projects.

 I ideated, wrote and pitched Disney's "Back to School" campaign which was displayed across Latin America in 2020.

11/2014 – 11/2016 / PRODUCER AND WRITER ASSISTANT NICKELODEON CREATIVE DEPARTMENT LATAM.

Responsible for assisting the Senior Writer with original concepts, copies, and ideas for TV promos and marketing campaigns. Developed creative content for Nickelodeon's social media.

 Originally recruited as a Producer Assistant, I worked hard to show my writing skills. Over time, I ended up writing promos and, for two consecutive years, a big TV campaign for Nickelodeon UK.

01/2010 – 11/2014 / CO-FOUNDER & CREATIVE COPYWRITER KIWI. ADVERTISING AND MARKETING AGENCY.

Ideation of creative ideas and content for numerous clients.

 Increased the institutional communication of San Luis Rugby Club by creating and editing its official magazine to share news and articles with fans.

EDUCATION

MASTER OF FINE ARTS IN CREATIVE WRITING FOR ENTERTAINMENT

FULL SAIL UNIVERSITY, ORLANDO, USA.
Graduated with honors in 2017.

BACHELOR'S DEGREE IN ADVERTISING
UNIVERSIDAD DEL ESTE, LA PLATA, ARGENTINA.
Graduated in 2016.