

Brand Manager · Creative Director

ABOUT ME

Estefania Acuña Bolaños

14+ years of experience bridging the gap between high-level **Creative Direction** and **DTC Management**. Specialized in building and scaling digital brand ecosystems through creativity, data-driven growth, and full-funnel execution.

EDUCATION

2011 ▶ 2012

Digital Design Diploma ▶ Vancouver Film School

2007 ▶ 2010

B.A. in Communication Studies ▶ Universidad Anáhuac

Semester Abroad: Universidad Católica Argentina (UCA), Buenos Aires

EXPERIENCE

2022 ▶ 2026

DTC BRAND MANAGER ▶ Grupo Modelo AB InBev

Played a key role in TaDa Delivery Mexico's evolution from launch to a top-performing DTC market, scaling the platform into a leading beer e-commerce player. As Brand Manager, I translated culturally relevant creativity into performance-driven growth through full-funnel digital strategy and paid media execution. In parallel, I led brand initiatives for Modelorama, strengthening its positioning and advancing omnichannel integration. Delivered AI-driven "Abandoned Nights" and the "Tuca" football campaign, earning recognition across Creative X, TikTok Awards and Smarties.

2021 ▶ 2022

Creative Director ▶ La Doble Vida

Digital Transformation: Led the 360 launch of baz (Banco Azteca's superapp), transitioning the brand from traditional banking to a competitive digital ecosystem.

Brand Management: Directed integrated campaigns for Telcel's institutional and "Amigo Kit" segments.

2017 ▶ 2021

Creative Director ▶ Terán/TBWA

Regional Oversight: Creative Lead for Nissan Mexico, LATAM, and Infiniti. Managed complex retail and digital ecosystems across multiple markets.

Reactive Excellence: Developed the award-winning Bachoco "Pollo a la Poblana" campaign, bridging traditional OOH with digital real-time marketing (IAB Bronze).

2015 ▶ 2017

Creative Director ▶ Commonwealth // McCann

I served as the Digital Creative Director for Chevrolet, leading a team of six to transition the brand's traditional presence into a high-performing digital ecosystem. My role centered on bridging the gap between creative storytelling and digital-first execution, overseeing UX/UI and strategy for integrated campaigns. This approach was key in "moving the needle" for the business, resulting in Effie Mexico Silver and Effie LATAM Bronze awards, alongside several wins at Círculo Creativo

2013 ▶ 2015

Creative Director ▶ DDB

I led the digital experience and information architecture for global brands including Kellogg's, Volkswagen, Danone, and Hasbro. Leading the digital creative team, I focused on usability and design to build seamless web and mobile journeys that fully integrated with large-scale 360° campaigns.

2012 ▶ 2013

Art Director ▶ Freelance (Vancouver, BC)

Collaborated with top Canadian boutique agencies like Wantering, Work (at) Play, and Creative Engine. I specialized in branding and digital-first campaign design, while also working with the Vancouver Film School marketing department to elevate their brand presence.

LANGUAGES

Spanish: Native.

English: Advanced / Fluent.

Italian: Basic.

SKILLS

Strategic & Growth:

DTC Strategy, Growth Marketing, & Full-Funnel execution.

Creative Direction & Brand Storytelling.

Retail & Marketplace integration

Technical & Creative:

Performance Marketing & Paid Media strategy.

Adobe Creative Suite: Photoshop, Illustrator, and InDesign.

Video & Motion Graphics: Premiere and After Effects.

AI Integration: Typeface and Gemini Google certification

AWARDS

Smarties 2025: 3 Silver Medals (Innovative AI, Lead Gen/CRM, Brand Experience) for Abandoned Nights.

Brand Impact Awards 2025: Abandoned Nights

Creative X: Winner for Abandoned Nights and Don't Get Tuca Heated.

TikTok Awards: Don't Get Tuca Heated Gold and Silver

Effie Mexico (Silver) & Effie LATAM (Bronze): Chevrolet

Círculo de Oro: 3 Metals (Silver/Bronze) for Bud Light Epic Refill and 1 Bronze for Chevrolet Spark.

IAB México: Bronze Bachoco - Reactive Response

PERSONAL INTERESTS

Long-distance runner and triathlete. Training for endurance sports has reinforced my belief in sustainable growth over quick wins.

Amateur pastry chef and co-creator of @DeliciasPimientaRosa.

Avid traveler — drawn to new places, cultures and conversations that broaden perspective.