

Manuel Espinosa

Creative Project Lead | Brand & Editorial Production

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PROFILE

Creative Project Lead combining narrative strategy and production management to deliver coherent brand experiences across digital platforms, print, and live events.

EXPERIENCE

Creative & Operations Lead — Pubblica_Lab, Teramo, Italy

April 2024 – Present

- Directed 15 annual brand-driven cultural programs, integrating digital campaigns, print production, and live events
- Oversaw narrative consistency across campaigns, press releases, and editorial materials; managed print production and supplier contracts
- Designed the organisation's website, reaching audiences across 51 countries (74K+ social views, 36K+ site visits/year)

Editorial Designer — "El Insolente," Universidad de Los Andes

March 2012 – December 2014

- Directed the editorial layout system and visual hierarchy, built on typography research for legibility, across multiple editions

Executive Assistant & Curatorial Coordinator — Galería Casa Cuadrada, Bogotá D.C., Colombia

September 2017 – May 2019

- Coordinated international art fair participation (USA, Hong Kong, Mexico); managed cross-border shipping for artworks valued €50K+

Marketing Assistant — Fraunhofer SIT, Darmstadt, Germany

July 2022 – December 2023

- Produced institutional print and visual materials under strict corporate CI compliance

EARLIER EXPERIENCE

Creative Operations System Designer, Confidential SME, Italy (2025–present) · Team Lead, Teleperformance (2020–2021)
· Art Direction Lead, "X+Y," Biennale de Venezia de Bogotá (2016–2017)

EDUCATION

Master of Art in Expanded Media — Hochschule Darmstadt, Dieburg, Germany

Bachelor of Design (Minor in Art) — Universidad de los Andes, Bogotá D.C., Colombia

CORE COMPETENCIES

Brand & campaign development · Editorial & print production · UX-informed website structuring · Supplier & production coordination · CI compliance & visual systems

TECHNICAL TOOLKIT

Adobe Creative Suite · Figma · WordPress · Google Sheets, Forms

LANGUAGES

Spanish (Native) · English (Fluent) · Italian (Intermediate) · German (Basic)