

CURRICULUM Vitae

Jorge Millán

CREATIVE DIRECTOR & BRAND/GROWTH LEAD
MADRID · OPEN TO INTERNATIONAL OPPORTUNITIES

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JORGEMILLAN



Bio

Creative Director specialising in tying storytelling to the growth pipeline. I craft value propositions, launch products/services with robust Go-to-Market strategy, and scale impact via SEO/AEO (Search & Answer Engine Optimisation). Powered by AI and automation—proprietary agents, Make and n8n. I hunt for the glitch: the unexpected quirk that doesn't break the system but makes it unforgettable and accelerates success. I lead multidisciplinary teams (design, copy, tech, PM) with a sharp focus on measurable outcomes. I don't "fix" glitches—I turn them into your competitive edge. I motivate teams, foster a creative "anything's possible" culture, and become methodical—borderline obsessive—once a project lands on my desk. Each project is an opportunity to uncover the glitch that takes your business to the top.

FROM THE UNEXPECTED COMES THE UNFORGETTABLE · *FIND THE GLITCH*

Work Experience

Notable Projects

Education & Training

Core Competencies

Tech & Tools

WORK EXPERIENCE

297.STUDIO — CREATIVE DIRECTOR

MADRID · 2023-PRESENT

01

- **Direction of brand systems**, campaigns and multichannel content; integrated SEO/AEO and UX/UI into the editorial strategy.
- **Marketing operations & analytics** implementation (CRM + GA4 + Looker dashboards): full-funnel tracking, attribution and decision-making reporting.
- **AI & automation**: designed agents and Make/n8n workflows for research, generation, QA and reporting; authored brand-standard guides and prompts.
- **Team leadership**: 6 designers, 1 copywriter (close collaboration), 1 technical manager and 1 project manager.
- **Clients/sectors**: technology (Dell, Intel, ODF Energía), B2B and professional services.

BNZSA MK & COMS — GRAPHIC DESIGN SENIOR

MADRID · 2022 – 2023

02

- **Create key visuals**, PowerPoint presentations and advertising campaigns for multinational tech brands; develop branding and corporate identity systems.
- **Design and build websites** and conversion-optimised landing pages.
- **Photography**, retouching and photo-compositing for performance marketing assets and brand communications.

AUTOESCUELA GALA — CREATIVE LEAD & ART DIRECTOR

MADRID · 2017 – 2022

03

- **Led brand & content strategy**; developed brand identity and 360° activations.
- Launched "**Carnet Todo Incluido**": fixed-price, all-inclusive package with financing to reduce friction and increase conversion.
- **Scaled the YouTube channel** from 90k to 240k views (2017–2020) by focusing on utility and social proof.

RTVE — VIDEO EDITOR & LIVE REPLAY (EVS) OPERATOR

MADRID · 2015 – 2017

04

- **Live broadcasts and programmes**: Goya Awards, España Directo, Rio 2016 Olympics, Días de Cine, MasterChef.

FREELANCE — AGENCY-SIDE

MADRID · 2014 – 2017

05

- **Clients (agencies)**: Grow, Fluge, MediaVuelta, Comunica+A, VideoEvento...
- **Brands served**: AstraZeneca, Ministry of Health, Solán de Cabras, Dell, etc.
- **Event & campaign work**: photography, design and video production.

LA LIGA DE LAS EMPRESAS — HEAD OF MARKETING, ADS & SALES

COFOUNDER · 2012 – 2017

06

- **Defined B2B brand identity and positioning** for corporate leagues; set pricing and revenue model (team registrations, sponsorships, licensing).
- **Led Go-to-Market and sponsor/partner deals**; drove acquisition via local SEO, paid social and corporate HR outreach.
- **Scale**: 5 cities, 100+ teams; second-largest league nationally by team count over the period.
- **Owned marketing & sales** end-to-end (pipeline, renewals, NPS) within a lean, results-driven team.

NOTABLE PROJECTS

“CARNET TODO INCLUIDO” — ALL-INCLUSIVE DRIVING LICENCE PACKAGE

AUTOESCUELA GALA · 2019

Conceived and launched “Carnet Todo Incluido”, a market-first, turnkey product that turned a poorly perceived service into a clear, predictable experience with finance available. The package covered the entire journey—official fees, a standard lesson allowance and test resits included—removing the hidden costs that had undermined trust. To strengthen the sense of value and ownership, it was delivered in a tangible, physical format.

‘DR MARK’ — AI AGENT, MAP / TECHNICAL SUPPORT (2024)

MAP · 2024

Built the first Intel vPro-specialist AI agent, ‘Dr Mark’. OpenAI-based and trained on a proprietary technical knowledge base, it introduced multilingual 24/7 support for the first time, closing the gap left by unreliable documentation. The solution accelerated MAP adoption, strengthened customer trust, and positioned the brand as a pioneer in applied innovation for remote PC fleet management—supercharged by Intel vPro.

“FIDELIZA Y CRECE” CAMPAIGN

ODF ENERGÍA · 2025

I led buyer-persona discovery, built the digital sales funnel, refreshed the corporate identity, developed conversion-focused landing pages and orchestrated a multichannel advertising strategy. In three months we generated 125 leads at a 24% conversion rate, delivering 30 new clients—around 10% of the existing customer base—and achieving 2.5× the lead target (initial KPI: 50 leads).

EDUCATION & TRAINING

University Diploma in Business Studies

Universidad Rey Juan Carlos, Madrid (TFG pendiente) 2007-2012

Producer/Director (Film, TV & Events)

Instituto RTVE, Madrid (2012-2014).

Art Director

Escuela Trazos, Madrid (2021-2022).

Product Manager

Escuela HeroCamp, Madrid 2020 (Certificación)

AI Specialist

BIG SEO Academy (ongoing) 2025

CORE COMPETENCIES

01 STRATEGY & PRODUCT

Brand strategy, brand architecture, product marketing & go-to-market, pricing & packaging, customer research / Ideal Customer Profile (ICP).

02 GROWTH & CONTENT:

SEO/AEO, content operations, scheduling, distribution and impact reporting.

03 IA & OPS:

AI agent design; Make & n8n workflow automation; GA4/GSC; HubSpot (CRM & Marketing); reporting & attribution.

04 CREATIVE/TECHNICAL:

Graphic design, web design, photography, retouching & photo-compositing.

05 LEADERSHIP:

Team management, process design, roadmap development, training & multidisciplinary coordination.

TECH & TOOLS

DESIGN 01

Adobe Creative Suite (PS/AI/PR/AE/LR, AU, ID), Figma, Exposure,

SEARCH ENGINE OPTIMIZATION (SEO/AEO/SGE) 02

Search Console, GA4, Tag Manager, Google Ads, Semrush, Screaming Frog, Hrefs, Rank Math, Yoast SEO, Looker/Data Studio, Brand24.

WEB 03

Wordpress, Oxygen Builder, Elementor, Webflow, Lovable (IA), Figma Sites.

ARTIFICIAL INTELLIGENCE & AUTOMATION 04

Chat GPT, Deepseek, Claude, Figma (Make), Make, n8n

Languages

SPANISH ■ Native
ENGLISH ■ Advance C2

CARNET B ■ Coche
CARNET A ■ Moto

Mobility