

# GLADYS CORBALÁ

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🌐 [glcdportfolio.com](http://glcdportfolio.com)

Creative leader with 13+ years of experience building culturally relevant brand narratives across integrated, social and digital ecosystems. Passionate about turning strategy into compelling creative and building teams that make ambitious ideas happen.

## EDUCATION

### **Fashion Design Certificate**

Parsons Open Campus, New York 2016

### **BA in Communications in Advertising**

California State University Fullerton 2013

### **BFA in Graphic DEsign**

California State University Fullerton 2013

### **Art History & Design**

Lorenzo di Medici, Florence, Italy 2011

## CAPABILITIES

Creative Leadership  
Team Building & Mentorship  
Integrated Campaign Development  
Brand Storytelling  
Production & Shoots  
Creative Strategy  
Design Systems & Creative Frameworks  
Pitching & New Business  
Social & Digital Ecosystems  
AI Content Creation (Image & Video)

## LANGUAGES

English  
Spanish  
Italian

## EXPERIENCE

### **Associate Creative Director (Creative Lead) | Oliver Agency | 2022 –**

- Lead integrated and social creative across a portfolio of 12 health and wellness brands, shaping always-on content, campaign thinking and brand storytelling
- Built, lead and scaled two multidisciplinary creative teams from the ground up, overseeing hiring, onboarding, mentorship, reviews & team growth
- Successfully pitched and won Opella, later transitioning to help establish and lead creative
- Partner with strategists, brand stakeholders, Martech and creative leadership to transform business goals into culturally relevant creative ecosystems.
- Develop content systems balancing social, creator, graphic, campaign and AI creative, scaling high-volume production while maintaining strategic consistency.
- Lead creative from ideation through execution, including narrative development, production planning, shoots, content creation and final delivery.

Brands included: Neutrogena, Aveeno, Rogaine, Nasacort, ACT, Allegra, Icy Hot, Cortizone-10 and additional health & wellness portfolio brands.

### **Sr. Art Director | Kastner LA | 2019 - 2022**

- Led creative development across integrated campaigns, social & digital
- Concepted and executed product launches, campaigns and always-on creative initiatives.
- Partnered closely with strategists, copywriters and creative leadership
- Oversaw creative for shoots, visual storytelling and content creation
- Contributed to new business opportunities and creative pitches

Brands included: Red Bull, Jockey and new business accounts.

### **Art Director | McCann New York | 2016 – 2019**

- Led creative development across 360 campaigns, ideation to production.
- Oversaw creative across digital, social, editorial and brand communications, balancing craft, storytelling and business objectives.
- Directed visual development for productions, including shoot planning, mood boards, retouching direction and final creative execution.
- Collaborated closely with cross-functional teams to translate brand strategy into compelling consumer-facing creative.

Brands included: L'Oréal Paris, Verizon, State Street and Choice Hotels.