

GLADYS CORBALÁ

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.

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EXPERIENCE

Associate Creative Director (Creative Lead) | Oliver Agency | 2022 – Present

- 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.

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

SKILLS

- Creative Leadership, Team Building & Mentorship
- Integrated Campaign Development
- Creative Strategy & Brand Storytelling
- Production & Shoots
- Design Systems & Creative Frameworks
- Social & Digital Ecosystems
- Adobe Creative Suite
- AI Visual Tools (LeonardoAI, Elevenlabs, Pencil)
- AI Ideation & Workflows (Claude, ChatGPT, Perplexity)

LANGUAGES

English • Spanish • Italian