

GLADYS CORBALÁ

Creative leader with 13+ years of experience developing integrated campaigns, digital experiences, and culturally relevant brand storytelling. From large-scale productions to social-first creative ecosystems, I bring together conceptual thinking, creative direction, and multidisciplinary teams to turn ambitious ideas into compelling work.

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EXPERIENCE

Creative Lead (Opella Self Care) | OLIVER The Brandtech Group | Jan 2025 – Present

- Built and led a multidisciplinary social-first creative team supporting multiple brands across Opella's portfolio.
- Led creative development for always-on organic and paid social, translating brand strategy, cultural trends, and platform behaviors into relevant content.
- Developed AI-enabled workflows, creative frameworks, and design systems to scale content production while maintaining distinct brand identities and creative quality.
- Guided creative from concept through execution, mentoring multidisciplinary talent and championing emerging creative technologies.

Brands: Icy Hot · Allegra · Gold Bond · ACT · Dulcolax

Associate Creative Director (Beauty & Consumer) | OLIVER The Brandtech Group | Jan 2022 – Dec 2024

- Established and led an in-house creative studio supporting paid and organic social, digital, and e-commerce content across beauty and skincare brands.
- Concepted and developed integrated campaigns for Aveeno, Neutrogena, and Rogaine, from creative briefs and narrative development through production.
- Directed international campaign productions across Mexico City and Toronto, overseeing creative development, visual direction, and on-set execution.
- Developed an integrated campaign for Coppertone spanning TV, print, and social, extending creative leadership

Brands: Neutrogena · Aveeno · Clean & Clear · Rogaine · Coppertone

Senior Art Director | Kastner LA | 2019 – 2022

- Concepted digital-first campaigns and paid media experiences for Red Bull, bringing the global Red Bull Gives You Wings platform to life across channels.
- Developed interactive experiences, including a Snapchat game in collaboration with Snapchat, alongside web-based activations and digital content.
- Created illustrated animations, short-form video, and campaign assets for seasonal and limited-edition product launches across digital, social, and print.
- Partnered with strategists, copywriters, animators, and production teams from ideation through execution, contributing to brand campaigns and new business pitches.

Brand: Red Bull

Art Director | McCann New York | 2016 – 2018

- Partnered with copywriters to concept and develop integrated 360° campaigns, from initial brief and creative ideation through client presentations and production.
- Developed campaign narratives, commercial scripts, visual concepts, and print creative for major consumer brands.
- Art directed commercial productions for L'Oréal Paris and Verizon, contributing to set design, visual storytelling, and on-location execution.
- Collaborated with directors, photographers, animators, developers, and production teams to bring integrated campaigns to life across multiple channels.

Brands: L'Oréal Paris · Verizon · State Street · 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 Direction & Art Direction
- Concept Development & Brand Storytelling
- Integrated & 360° Campaign Development
- Creative Leadership, Team Building & Mentorship
- Commercial Production & On-Set Art Direction
- Digital Experiences, Paid Media & Social
- Creative Strategy & Brand Development
- Design Systems & Creative Frameworks
- AI-Enabled Creative Workflows & LLMs
- Creative Tools: Adobe Creative Suite, Leonardo AI, ElevenLabs, Pencil

LANGUAGE

English (Native) · Spanish (Native) · Italian (Conversational)