

Julian Guarín Barkach // Group Creative Director

(Caracas, 1983) Dad | Creative Copywriter | Grouchomarxist | Romcommunist | Fintech's Co-founder | Dinosaur Rider | Creativity Coach

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I believe that is all about trying, writing, reading, rewriting, doodling, sketching, inspiring, leading, directing, failing, getting back up, motivating creative teams and clients to solve problems through ideas, and succeed. (Repeat)

Trying is not the opposite of winning; it's a phase of this infinite game.

That's why trying to make things happen is my constant concern. That's why, even when nobody thought it was possible, we did it:

We exported Colombian fruit to China to combat illegal animal trade. We sold breast milk, transported donations across the Venezuela border, rode a T-Rex, sold a skyscraper to a crowd, ventured into fintech, marketed flashlights winning awards, combined bacon with a video game, offered medical check-ups, health technology, internet plans, rums, whiskies, beers, malts, sodas, spirits, loyalty programs, miles, emergency services, peace products, pizzas, sandwiches, fast-food chains, tomato sauce, school education programs, books, public libraries, district libraries, medical cannabis, digital security services, reinsurance companies, insurance companies, feminine hygiene products, detergents, kitchen towels, industrial safety kits, engaged in a couple of political parties, supported a president, worked with several NGOs, managed hotels, cell phones, influenced laws, distributed condoms, handled logistics and shipping services, served supermarkets, department stores, newspapers, and above all, good ideas.

Experience

Commonwealth McCann / Creative Director

Driving creativity together for General Motors, with no divas.

Bogotá, Colombia

(From March 29th, 2023, up to this precise moment)

They said they don't hire divas, perhaps that's why they called me to lead a wonderful team of creatives to deliver outstanding work for a brand that believes in ideas, and in the power of finding creativity in every opportunity, from saving hippos in Colombian rivers to promote the new electric vehicles in ways never seen before.

Approbe / Creative Director / Co-founder

A fintech to help Colombians support each other financially.

Bogotá, Colombia

(From November 4th, 2021, up to this precise moment)

Three years ago, it was just an idea about turning people into banks. Today, Approbe is one of Forbes's 30 companies to watch in 2024. We were selected among the best 100 startups in Colombia according to Open Startups. That idea scribbled on a napkin has now become a reality with over four thousand clients and over 2 million USD in seed capital.

Visit www.approbe.co

University ICESI / Creative Content professor

Teaching entrepreneurs about the truth behind today's digital marketing bs.

Cali, Colombia

(From May 16th, 2022, up to this precise moment)

B2C electronic commerce reached 26.7 trillion dollars in the world (UNCTAD, 2021) and Colombia is positioned as the third country that spends the most time on the Internet with an average of ten hours and three minutes a day. Imagine what you could sell with a powerful and creative digital marketing strategy.

With this course I help develop entrepreneurs' ability to understand and apply concepts, methodologies, and instruments, so that your brand or company can get the most out of the digital world.

MULLENLOWE SSP3 / Group Creative Director

Working with hunger for AB InBev portfolio of Non-Alcoholic Beverages.

Bogotá, Colombia

(From February 16th, 2022, up to the March 1st, 2023)

"Present", not because we are in the present but because it gave me a gift, resilience. We worked to bring ideas to life with one of the most talented creative teams in the region, and with one of the most wonderful clients in the country like AB InBev.

LONDON INTERNATIONAL AWARDS / Creative LIAssons Coach

A chance to coach award-winning creatives from all over the world.

London, United Kingdom

I was chosen for the second consecutive year to be a Creative Liassons Coach for the 2022 London International Awards. Coaching is unlocking a person's potential, helping mentees to learn to understand their exceptional natural abilities, the exploit their drive to be better, and to focus the ambition to be a top-level creative.

VMLY&R COMMERCE COLOMBIA / Executive Creative Director

Making an ad agency survive though the Pandemic while creating the Copa America that Messi won.

Bogotá, Colombia

(From September 1st, 2020, to February 4th, 2022)

The pandemic was one of the toughest and most beautiful times of my career. I managed to lead all the creative teams in the Bogota, Lima, and San Jose offices with projects as big as the 2021 CONMEBOL Copa America, ideas as wonderful as "The Copa America that never happened" or Pet Interns for Rescue Me Foundation, and as inspiring as the United Nations Development Program's "Productos de la Paz" in Colombia. I also had the honor of serving as a judge for D&AD Young Bloods, Ojo de Iberoamérica, and as a Creative LIAssons Mentor for the 2021 London International Awards.

GEOMETRY COLOMBIA + MIDDLE AMERICAS / Creative Director

Five years of creative milestones and making impossible ideas, possible.

Bogotá, Colombia

(From May 15th, 2015, to August 30th, 2020)

I call this period "The Journey," as my roles changed and my son Samuel was born in September 2016, making me a professional dad. I led a team of talented creatives, and together we achieved recognition in New York, Kuala Lumpur, Buenos Aires, Rio de Janeiro, Cannes, Bogota, and Cartagena for clients like Beiersdorf, Huawei, Cardioinfantil Foundation, Novartis, Claro Colombia, Tecate, Nestlé, CESA, Ford, Sandwich Qbano, CocaCola, Philips, HBO, Coors Light, Canopy Cross, The RedCross, United Nations Development Programs, and the Ministry of Environment and Sustainable Development of Colombia.

DLBGROUP COLOMBIA / Creative Director

Learning how to manage well a creative agency without cursing too much.

Bogotá, Colombia

(From January 24th, 2011, to May 15th, 2015)

"Fuck" during this time, I learned that cursing was not necessarily a bad thing. It was my first time leading the entire creative team of an agency, which included account managers, producers, financial managers, copywriters, programmers, digital teams, art directors, industrial designers, and graphic designers. Together, we worked on the development, promotion, and execution of advertising campaigns, large-scale events, concerts, experiential activations, brand building, corporate communications, and marketing for both Colombian and international brands like SEAT, Audi, Ducati, Pepe Ganga, HTC, Nintendo, and the BD Bacatá, the tallest building in Colombia.

ARS DDB VENEZUELA / Creative Director

Shining for my country in Award Festivals.

Caracas, Venezuela

(January 11th, 2010 – December 16th, 2010)

Unfortunately, my golden age coincided with a shitty time in my country, that's why I call it "So Long, and Thanks for All the Fish"

It was my first award at Cannes Lions and the opportunity to lead a wonderful creative team composed of copywriters and graphic designers for the development, promotion, and execution of advertising campaigns and corporate and marketing communications for beautiful clients in Venezuela such as Plumrose Latin America, Regional Malt, and Energizer.

LEO BURNETT VENEZUELA / Creative Copywriter

The explanation of "my green blood" and my passion for humankind ideas.

Caracas, Venezuela

(March 26, 2006 - December 12, 2010)

Here, I started as an intern and left as a senior, although I never left, I'm still there, in charge of the copywriting, supervision, and execution of advertising campaigns and corporate and marketing communications for clients in the Venezuelan and international market like P&G, DIAGEO, McDonalds, UNICEF, CANTV, Cemex, Amnesty International, and Farmatodo.

Education

MASS COMMUNICATION UNIVERSITY DEGREE

With a specialization in Advertising and Public Relations (2002-2006)

Universidad Rafael Bellosó Chacín (URBE).

Maracaibo. Zulia

Venezuela.

BUSINESS ENGLISH COMPLETE COURSE

Cambridge First Certificate of English (1999 -2000)

Australian College of English.

Sydney, New South Wales

Australia

Awards are lighthouses.

I BELIEVE IN COURAGE

"95% of advertising seems like a ship adrift in the middle of a perfect storm, creative festival winners are meant to be lighthouses and guide the industry."

Visit <https://www.behance.net/barkach>

- 2023: Pending at GLOBAL BEST OF THE BEST EFFIE AWARDS (New York, USA) with Pet Interns for Rescue Me Foundation
- 2023: Gold in IABMIXX (Bogotá, Colombia) with Pony Gaming in Community Building.
- 2023: Bronze in IABMIXX (Bogotá, Colombia) with Malta Leona in Brand Building.
- 2023 Bronze at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO PR with Pencils for Change for Pony Malta (AB InBev)
- 2023: Shortlist at EFFIE LATAM AWARDS (Bogotá, Colombia) with Business on wheels for N400 General Motors.
- 2023 Shortlist at ART DIRECTORS CLUB (New York, USA) with Girls Define Girl for Pony Malta in Illustration Book - Single
- 2023 Shortlist at ART DIRECTORS CLUB (New York, USA) with Girls Define Girl for Pony Malta in Design for Good - Publication Design
- 2023 Shortlist at ART DIRECTORS CLUB (New York, USA) with Girls Define Girl for Pony Malta in Design for Good - Brand / Communication Design - Single
- 2023 Shortlist at THE ONE SHOW (New York, USA) with Girls Define Girl for Pony Malta in Design - DE_06: Editorial - Books
- 2023 Shortlist at THE ONE SHOW (New York, USA) with Girls Define Girl for Pony Malta in Print & Promotional - PT_08: Booklets / Books / Brochures
- 2022: BRONZE at EFFIE LATAM AWARDS (Bogotá, Colombia) with Pet Interns for Rescue Me Foundation

- 2022: WINNER at SharkTank (Bogotá, Colombia) with Pet Interns for Rescue Me Foundation
- 2022: SILVER at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO GRÁFICA with Girls Define Girls for Pony Malta (AB InBev)
- 2022: SILVER at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO PRODUCCIÓN GRÁFICA with Girls Define Girls for Pony Malta (AB InBev)
- 2022: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO CONTENIDO with Girls Define Girls for Pony Malta (AB InBev)
- 2022: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO SUSTENTABLE with Girls Define Girls for Pony Malta (AB InBev)
- 2022: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO DESIGN with Girls Define Girls for Pony Malta (AB InBev)
- 2022: SHORTLIST at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in EL OJO DIRECTO with Girls Define Girls for Pony Malta (AB InBev)
- 2022: SILVER at EL DORADO (Bogotá, Colombia) in DESIGN with Girls Define Girls for Pony Malta (AB InBev)
- 2022: BRONZE at EL DORADO (Bogotá, Colombia) in SUSTAINABLE DEVELOPMENT with Girls Define Girls for Pony Malta (AB InBev)
- 2022: BRONZE at EL DORADO (Bogotá, Colombia) in GLASS with Girls Define Girls for Pony Malta (AB InBev)2022: BRONZE at EL DORADO (Bogotá, Colombia) in DIRECT with Girls Define Girls for Pony Malta (AB InBev)
- 2022: BRONZE at EL DORADO (Bogotá, Colombia) in SOCIAL INFLUENCER with Girls Define Girls for Pony Malta (AB InBev)
- 2022: SILVER at GERETY AWARDS (Bogotá, Colombia) in Work For Good Cut with Girls Define Girls for Pony Malta (AB InBev)
- 2022: GOLD at EFFIE AWARDS (Bogotá, Colombia) in Bajo Presupuesto with Pet Interns for Rescue Me Foundation
- 2022: GOLD at EFFIE AWARDS (Bogotá, Colombia) in Cuidado de Mascotas with Pet Interns for Rescue Me Foundation
- 2022: SILVER at EFFIE AWARDS (Bogotá, Colombia) in Marketing Innovation Solutions with Pet Interns for Rescue Me Foundation

- 2022: SHORTLIST at CANNES LIONS (Cannes, France) in CREATIVE B2B with Pet Interns for Rescue Me Foundation
- 2022: SHORTLIST at CANNES LIONS (Cannes, France) in DESIGN in Illustrations with Girls Define Girls for Pony Malta (AB InBev)
- 2022: SHORTLIST at CANNES LIONS (Cannes, France) in HEALTH & WELLNESS Animal Health with Pet Interns for Rescue Me Foundation
- 2022: London International Awards. Creative Liaisons Coach
- 2021: D&AD Portfolio Reviews Mentor - D&AD New Blood Festival
- 2021: London International Awards. Creative Liaisons Coach
- 2020: Creative Jury of El Ojo Experiencia de Marca & Activación at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina)
- 2020: Gold in IABMIXX (Bogotá, Colombia) with The Eternal Ticket for CONMEBOL Copa Libertadores 2020.
- 2019: Best Digital Campaign in Best10 P&M (Bogotá, Colombia) with Did You Mean? For Tecate.
- 2019: Crème de la Crème at WPPed CREAM AWARDS - HIGHLY COMMENDED in DIRECT, NOT FOR PROFIT with The Good Drug Trafficking for Fundación Colibrí.
- 2019: GOLD in EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in SUSTAINABLE, SOCIAL EYE with The Good Drug Trafficking for Fundación Colibrí
- 2019: SHORTLIST in CANNES LIONS (Cannes, France) HEALTH & WELLNESS Health Awareness & advocacy. Non-profit / Foundation-led Education & Awareness with The Good Drug Trafficking for Fundación Colibrí
- 2018: BRONZE in EL DORADO (Bogotá, Colombia) in Sustainable Development with Flora For Fauna for the Ministry of Environment and Sustainable Development of Colombia.
- 2018: BRONZE in EL DORADO (Bogotá, Colombia) in Creative e-Commerce with Banco de Views for Claro Colombia.
- 2018: Crème de la Crème in WPPed CREAM AWARDS - WPP Best Campaign Health & Wellness - Non-Profit-Traditional with Flora For Fauna for the Ministry of Environment and Sustainable Development of Colombia.

- 2018: SILVER in LATAM EFFIE AWARDS (Cartagena de Indias, Colombia) in Youth Marketing with Banco de Views for Claro Colombia.
- 2018: GOLD in WAVE FESTIVAL (Rio de Janeiro, Brazil) in Social Influencer & Content Marketing with Banco de Views for Claro Colombia.
- 2018: SILVER in WAVE FESTIVAL (Rio de Janeiro, Brazil) in Social Insight & Engagement with Banco de Views for Claro Colombia.
- 2018: SILVER in WAVE FESTIVAL (Rio de Janeiro, Brazil) in Social & Influencer: Telecommunication Sectors with Banco de Views for Claro Colombia.
- 2018: BRONZE in EFFIE COLOMBIA (Bogotá, Colombia) in Use of Social Networks with Banco de Views for Claro Colombia.
- 2017: SILVER in EL DORADO (Bogotá, Colombia) in Promo & Activations / Events and Sponsorships with Banco de Views for Claro Colombia.
- 2017: SHORTLIST in CLIO HEALTH (New York, USA) in Brand Partnerships & Collaborations (Health & Wellness) with Flora for Fauna, for the Ministry of Environment and Sustainable Development of Colombia.
- 2017: SHORTLIST in CLIO HEALTH (New York, USA) in Corporate Identity (Health & Wellness) with Flora for Fauna, for the Ministry of Environment and Sustainable Development of Colombia.
- 2017: SILVER in EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in Content with Banco de Views for Claro Colombia.
- 2017: SILVER in EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in Efficiency with Sex Guardian for DUO Condoms.
- 2017: BLUE in PMAA Dragons of Asia 2017 (Kuala Lumpur, Malaysia) in Best Campaign in Hong Kong with Flora for Fauna, for the Ministry of Environment and Sustainable Development of Colombia.
- 2017: SILVER in PMAA Dragons of Asia 2017 (Kuala Lumpur, Malaysia) in Best Campaigns in Best Innovative Idea or Concept with Flora for Fauna, for the Ministry of Environment and Sustainable Development of Colombia.
- 2017: SILVER in EFFIE LATAM Awards (Cartagena, Colombia) in Healthcare with Sex Guardian for DUO Condoms.

- 2017: BRONZE in EFFIE LATAM Awards (Cartagena, Colombia) in the David vs Goliath category with Sex Guardian for DUO Condoms.
- 2017: SHORTLIST at CANNES LIONS (Cannes, France) MEDIA Excellence in Media Insights & Strategy with Sex Guardian for DUO Condoms.
- 2017: GOLD at EFFIE Awards (Bogotá, Colombia) in Activations – Product with Sex Guardian for DUO Condoms.
- 2017: BRONZE at EFFIE Awards (Bogotá, Colombia) in Great Idea and Innovation in Media with Sex Guardian for DUO Condoms.
- 2017: STEEL PENCIL at Lápiz de Acero 2017 (Bogotá, Colombia) APP Digital Area / Applications with Sex Guardian for DUO Condoms.
- 2017: SILVER at IAB MIXX Awards 2017 (Bogotá, Colombia) in Mobile Platforms with Sex Guardian for DUO Condoms.
- 2017: SILVER at IAB MIXX Awards 2017 (Bogotá, Colombia) in Brand Building with Sex Guardian for DUO Condoms.
- 2016: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in Mobile Advertising with Sex Guardian for DUO Condoms.
- 2016: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in Applications with Sex Guardian for DUO Condoms.
- 2016: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) in Content with Sex Guardian for DUO Condoms.
- 2016: BRONZE at EL DORADO (Bogotá, Colombia) MOBILE with Sex Guardian for DUO Condoms.
- 2013: BRONZE at EL DORADO (Bogotá, Colombia) DIRECT with 265 Excuses to Read a Book for National Network of Public Libraries
- 2012: GOLD / SILVER / BRONZE at FIP (Buenos Aires, Argentina) PROMO with The Biggest Car Dealer in Google Mals for Audi
- 2011: GOLD at FIP (Buenos Aires, Argentina) PROMO with Heart of the City for SEAT
- 2011: SHORTLIST at EL SOL (San Sebastián, Spain) PROMO with Materna for UNICEF
- 2011: SILVER at FIAP (Buenos Aires, Argentina) PROMO with Materna for UNICEF
- 2011: BRONZE at FIAP (Buenos Aires, Argentina) DESIGN with Materna for UNICEF

- 2011: BRONZE at FIAP (Buenos Aires, Argentina) PRINT with Materna for UNICEF
- 2010: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) PRINT with Deer and Bulb for Energizer's Flashlights.
- 2010: GOLD - LOCAL EYE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) PRINT with Deer and Bulb for Energizer's Flashlights.
- 2010: SILVER - CANNES LIONS (Cannes, France) in the Young Lions Cyber Competition with "Help" for Channel 16.org.
- 2010: NATIONAL DIPLOMA - CANNES LIONS (Cannes, France) PRINT with Deer and Bulb for Energizer's Flashlights.
- 2010: NATIONAL DIPLOMA - CANNES LIONS (Cannes, France) OUTDOOR
- 2010: BRONZE - CANNES LIONS (Cannes, France) OUTDOOR with Deer and Bulb for Energizer's Flashlights.
- 2010: SILVER at WAVE FESTIVAL (Rio de Janeiro, Brazil) PRINT with Deer and Bulb for Energizer's Flashlights.
- 2010: SILVER at CARIBBEAN FESTIVAL (Panama City, Panama) TV with "Cry of Rights" for Amnesty International
- 2010: BRONZE at CARIBBEAN FESTIVAL (Panama City, Panama) PRINT with "Cry of Rights" for Amnesty International
- 2010: UNICEF "Footprints" Award - BEST INTEGRATED CAMPAIGN 2010 by UNICEF with Materna for UNICEF
- 2010: GP Film - Anda Venezuela Awards 2010, 7 gold, 2 silver, 9 bronze with Materna for UNICEF
- 2009: GOLD OJO LOCAL at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) RADIO with Famous Voices for Heinz
- 2009: BRONZE at EL OJO DE IBEROAMÉRICA (Buenos Aires, Argentina) PRINT with More Degrees of Strength for Smirnoff Ice Black.