

Liz Castañeda

Creative Director

(Dubai, UAE)



Art-based creative with 12+ years in advertising, Cannes Lions winner.

AI-savvy, and passionate about driving positive change. When not crafting award-winning campaigns, I'm playing drums or training my two dogs and six parrots.

(About Me)

(What I do)	↘	<h4>Creative Strategy</h4> <p>I craft ideas that connect with audiences and deliver on brand goals.</p>	<h4>Team Leadership</h4> <p>Inspiring teams and fostering strong client relationships for outstanding results.</p>
		<h4>Visual Storytelling</h4> <p>I bring stories to life through bold, cohesive visuals, blending graphic design expertise with a sharp eye for detail and aesthetics.</p>	<h4>Innovation</h4> <p>I create seamless campaigns and embrace AI to push creative boundaries.</p>

(Experience)

2022 - present
ASSOCIATE CREATIVE DIRECTOR
McCANN HEALTH DUBAI



As Associate Creative Director at McCann Health Dubai, I lead campaigns for global healthcare brands like Pfizer, MSD, and AstraZeneca. Specializing in health awareness and advocacy, I craft innovative, art-based ideas that inspire action and drive impactful storytelling.

2020 - 2022
CREATIVE DIRECTOR
WUNDERMAN THOMPSON MNL



As Creative Director at Wunderman Thompson Manila, I led campaigns for top brands like Globe, Manulife, and Arla, delivering innovative strategies and impactful storytelling across platforms to achieve business goals.

2017 - 2020
CREATIVE DIRECTOR
BBDO GUERRERO Philippines



As Creative Director at BBDO Guerrero, I led campaigns for global brands like FedEx, Pepsi, and Johnson’s Baby, including the award-winning Philippine tourism campaign. My work earned international acclaim, delivering creative excellence and strategic impact.

2013 - 2017
AD > ASSOCIATE CREATIVE DIRECTOR
BBDO GUERRERO Philippines



As Associate Creative Director, I co-led campaigns for brands like Pantene, Snickers, and Pepsi in the Asia Pacific region, focusing on culturally relevant, engaging ideas with strategic creativity and high-quality execution.

2012
ART DIRECTOR
DDB Philippines



As an Art Director at DDB Philippines, I worked with a copywriter to create visually impactful campaigns for Globe Telecom. My art direction combined creativity and strategy, delivering memorable, award-winning results.

(Jury Duties)

Grand Jury in New York
Festivals 2024 | Health Awards

(Awards)



I have been recognized with numerous prestigious awards, including Art Director of the Year in the Asia Pacific region. My work has earned accolades at Cannes Lions, D&AD, Campaign Brief Asia, and various international and local award shows.

*See full list on my website

(Education)

2008 - 2012
UNIVERSITY OF SANTO TOMAS
College of Fine Arts and Design

I majored in Advertising Arts and graduated Magna Cum Laude. I was awarded the Rector’s Award for Highest Academic Excellence, recognized for Best Thesis, and was a Quezon City Government Scholar.

(Contact)

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