

# GABRIELA MARTÍN

Creative Director | Travel, Hospitality, Brand Experience & Visual Storytelling

## PROFILE

Creative Director specialized in travel, hospitality, brand experience, culture and visual storytelling.

I help travel, hospitality and lifestyle brands turn destinations, properties, services and experiences into compelling visual worlds, campaigns and brand systems. I combine strategic thinking with hands-on creative development, including concepts, moodboards, production books, style books, spatial narratives, decks, scripts and digital content.

Currently Creative Director at Dakari Brand Experience / World2Meet – Grupo Iberostar, developing premium travel, MICE and brand experience projects, as well as creative work for the Central Marketing Department of Grupo Iberostar and brands including The Sphere, Azulmarino and Úbico.

## CORE STRENGTHS

Creative Direction – Brand concepts, campaign ideas, storytelling, art direction, visual territories and creative platforms.

Travel, Hospitality & Brand Experience – Premium travel, MICE, incentive trips, destination-led storytelling and properties-facing creative assets.

Spatial Storytelling – Museography, exhibition design, branded spaces, event spaces, activations and styling.

Hands-on Creative Development – Moodboards, production books, style books, decks, scripts, visual references and creative guidelines.

Digital Campaigns & Content – Social assets, campaign systems, content concepts and visual adaptation across formats.

Creative Project Management – Coordination of designers, copywriters, illustrators, audiovisual teams, 3D artists, suppliers and production partners.

AI-Native Workflows – ChatGPT and Midjourney for concept development, creative research, visual exploration and workflow acceleration.

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR

Dakari Brand Experience / World2Meet – Iberostar Group | Madrid, Spain | April 2024 – Present

Develop creative concepts for premium travel, hospitality, MICE and corporate brand experiences within Grupo Iberostar, focusing on client work, new business and pitch development, while also supporting Central Marketing and brands including The Sphere, Azulmarino and Úbico. Turn client objectives, destinations, services and guest experiences into visual narratives, brand presentations, moodboards, production books, style books, event spaces, hospitality environments, guest-facing materials and audiovisual storytelling, coordinating outputs from concept to execution across teams, suppliers and stakeholders while ensuring consistency, quality and feasibility

### Selected recognition

BEA World / Best Event Awards International – Silver Prize 2025 for “Go Further”, BBVA.

EventoPlus Bronze Award 2025.

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## CONTACT

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[www.thecreativeyard.com](http://www.thecreativeyard.com)

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## EDUCATION

### Project Management

Escuela Internacional de Gestión de Proyectos | Madrid, Spain | 2016

Six-month PMP preparation course based on PMBOK 5.

### Master's Degree in Design

Universidad Complutense de Madrid | Madrid, Spain | 2015

Focus areas included design projects, spatial design, packaging, branding, visual data, technology and design, signage, video editing and photography.

### Bachelor's Degree in Fine Arts

- Magna Cum Laude  
Universidad Complutense de Madrid | Madrid, Spain | 2010

Focus areas included contemporary art concepts, creative processes, color, form, design, composition, artistic practice and mixed media.

### Vocational Diploma in Art and Design

Casa de los Picos | Segovia, Spain | 2006

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## ADDITIONAL TRAINING

### Courses and training between 2015 and 2024 in:

Artificial Intelligence: ChatGPT and Midjourney

UX

App design

Digital marketing

Advertising conceptualization

Video editing

Scriptwriting

Digital content development

## CREATIVE TEAM LEADER

Popin\_ | Madrid, Spain  
August 2023 – April 2024

Led creative development for events, brand experiences, communication projects and activations.

Directed creative concepts, strategic proposals and visual narratives. Designed experiences, spaces and activations. Coordinated the events creative team. Supervised art direction, content, spatial design and presentation materials. Aligned client objectives, creative concept and production feasibility.

### Selected recognition

EventoPlus 2024. Award-Nominated: Zurich Running Lab (Sports Event)

## CREATIVE DIRECTOR

GAP and Co. | Málaga, Spain  
January 2021 – August 2023

Led creative direction for campaigns, communication strategies, cultural projects, digital content, branded spaces, exhibitions and institutional clients.

Developed campaign concepts, communication strategies, contrabriefings and creative proposals. Directed online and offline campaigns, content strategy, scripts and conceptual storytelling. Designed products, services and activities for cultural, institutional and commercial clients. Managed multidisciplinary creative projects across art direction, copywriting, digital, web/UX, illustration, audiovisual and 3D.

### Museums of Málaga – Museography & Spatial Design

Led museography, spatial design and cultural activations for major institutions including Centre Pompidou Málaga, Colección del Museo Ruso and Casa Natal Picasso.

Projects included exhibition design, visitor experience, visual systems and spatial storytelling, including the new museography for Casa Natal Picasso, "Un tiempo propio" at Centre Pompidou Málaga, and the reception area and a Constructivist-inspired space for Colección del Museo Ruso, based on early 20th-century Russian abstract art.

### Selected recognition

Invited participant, Art Explora – European Cultural Digital Innovation Programme, 2021. Selected to participate as part of the Centre Pompidou international ecosystem.

## CREATIVE DIRECTOR

Doctora Moss | Madrid, Spain  
March 2019 – January 2021

Led creative strategy, senior art direction and campaign development for healthcare, corporate and institutional clients.

Developed campaign concepts, pitch ideas, creative guidelines and visual systems. Led senior art direction across visual, digital and audiovisual formats. Supervised multidisciplinary teams across art direction, copywriting, digital, illustration and audiovisual. Built campaign decks, executional guidelines and competitive tender proposals.

### Selected recognition

Aspid Award, 2019  
Publifestival Award, 2019

## EARLIER PROFESSIONAL EXPERIENCE

### Creative / Art Director & Space Design Director | 2006 – 2018

Grow Comunicación · Dreams MK · Madison MK · Palacio Quintanar · Indivisa Comunicación.

Creative direction, art direction, photographic art direction, interior styling, event design, exhibition design, branded spaces and spatial brand implementation.

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## DIGITAL & TECHNICAL SKILLS

### Creative & Design Tools

Adobe Creative Suite, video editing tools, AutoCAD 2D, Midjourney, ChatGPT.

### Creative Coordination Knowledge

Working knowledge sufficient to coordinate projects involving Maya, 3ds Max, Adobe XD, Sketch, Blender, Cinema 4D, SketchUp, WordPress, Wix and social media campaigns.

### Project Management & Collaboration Tools

Microsoft Teams, SharePoint, Planner, Trello, Factorial, Monday CRM, Pipedrive.

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## LANGUAGES

Spanish – Native  
English – B2 / First Certificate  
French – B1 / Primary education in France

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## SELECTED CLIENTS

Iberostar Group, Real Madrid, Mercedes-Benz, Loewe, L'Oréal, Adidas, Michelin, Iberia, Siemens, LG, Heineken, Wella, OPI, Allergan Aesthetics, Porsche Spain, BBVA, ING, MAPFRE, Telefónica, Movistar, Indra, Saint-Gobain, TotalEnergies, Hankook, BFGoodrich, Leroy Merlin, Alcampo, Mahou, Zurich, SEUR, Bankia, ABANCA, Novo Nordisk, Roche, Sanofi, Janssen, AbbVie, UCB, Organon, Pierre Fabre, Dentsply Sirona, Reig Jofre, Cantabria Labs, AMCHAM, Branded Content Marketing Association Spain, Centre Pompidou Paris, Centre Pompidou Málaga, Casa Natal Picasso Museum, Colección del Museo Ruso, World2Meet, FYCMA Málaga, Costa del Sol Hospital, Government of Andalusia, Castilla y León Regional Government, Madrid City Council, Málaga City Council, Segovia City Council, FITUR, Madrid Destino, Madrid Cultura, Spanish Government.