

SERGIO SEDILES SORIANO – CURRICULUM VITAE – Revision (07/18/2025)

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PROFESSIONAL PROFILE

Multidisciplinary creative with over 25 years of experience in advertising graphic design, audiovisual production, digital marketing, traditional marketing, and marketing mix. Skilled in product development, innovation, and training. Currently CEO of ImagineCreativo 360, S.L., a company specialized in visual communication, multimedia projects, audiovisual production, advertising campaigns, and interactive technological solutions.

RELEVANT EXPERIENCE

- **2025 – Present** · CEO – *ImagineCreativo 360 S.L.*
- **2024 – Present** · *PSG Grupo Construcción* – Marketing and Retail
- **2023 – Present** · *San Jorge University* – Digital Skills Lecturer
- **2021 – Present** · *Advance Soluciones by Dyngas* – Marketing and Communication
- **2018 – Present** · *ENARCO (Wacker Neuson Group)* – Marketing
- **2016–2018** · *YUDIGAR (INDIGO Division)* – Freelance Creative and Final Art for Retail
- **2013–2018** · *Campofrío Food Group* – Freelance Retail / Creative services for Campofrío, Heineken, Coca-Cola
- **2013–2024** · Advertising Graphic Designer – Marketing – Creative – Freelance
- **2012** · Museum Projects – *MUDEM Molina de Segura, Zaragoza City Council, Government of Aragón*
- **2007–2012** · *Grupo Floria* – Advertising Creative for commercial projects, 3D, animation, video, web
- **2003–2007** · *ARPA EMC* – Marketing and Commercial Sales Force
- **2002** · *LOM (Music Magazine)* – Illustrator and Editor
- **2001** · *Insertos Videoproducciones* – Designer and Audiovisual Editor
- **2001** · *El Justicia de Aragón* – Internship (Web design, multimedia)
- **2001** · *ENTRE (France)* – Cultural Organizer of an exhibition in Oloron
- **1999** · *MUSICPRO / Interpeñas* – Concert organization, backstage and audiovisual solutions

EDUCATION

- **2012 – 2016** · Bachelor's Degree in Marketing and Market Research – *University of Zaragoza*
- **1998 – 2001** · Advanced Vocational Training in Advertising Graphic Design – *School of Arts and Crafts of Zaragoza*

LANGUAGES

English – Intermediate level with fluent communication skills (Official School of Languages)

AWARDS & RECOGNITIONS

- **Arte Joven 2003–2008 (Government of Aragón):** Finalist and 2nd Prize for audiovisual works.
- **European Agricole 2002 (European Agricultural Organization):** 1st Prize for the piece "*Manzania*".

TECHNICAL SKILLS

◆ Certified AESA Drone Pilot

Authorized for professional audiovisual and technical operations.

◆ Professional Specialties

Editorial · Corporate Branding · Retail and Strategic Marketing
Museography and Exhibition Spaces · Art Direction and Final Artwork

◆ Advertising Graphic and Audiovisual Design

Photoshop · Illustrator · InDesign · Premiere · After Effects · 3D Studio Max

◆ Web and Multimedia Design

WordPress · Joomla · Dreamweaver · HTML · CSS
SEO and SEM specialist for digital campaigns and optimization

◆ Digital Marketing and Online Advertising

Google Ads · Google Analytics
Social media campaign management (Meta, LinkedIn, Pinterest, TikTok, YouTube)
Conversion optimization and sales funnel management

◆ Training and Educational Content

Moodle · Articulate · Prezi
Design of interactive resources and digital learning environments

◆ Creative and Commercial Project Management

Team, supplier, and client coordination
Campaign management, product launches, and customized solutions