

# Junior Gonzalez

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## Career

### Imagination Middle East Strategist

August 2021  
Present

First hire of the Strategy team at Imagination Middle East, our offer has quickly grown to encompass the majority of our business. I am actively involved in new business and developing special projects across the whole region.

#### Clients include:

Toyota / Al Futtaim Motors	Public Investment Fund
Supreme Committee (Qatar)	Saudi Ministry of Tourism
Saudi Ministry of Culture	Saudi Tourism Authority

Cultural Committee member.

### Jack Morton Dubai Senior Creative Associate

October 2017  
August 2021

Heavily involved in the Strategy and Creative departments. Integral part of brand experiences, ensuring world-class delivery and execution, both physically and virtually.

#### Clients include:

Uber	Ericsson	LaLiga	ADGM
Netflix	Porsche	Expo 2020 Dubai	Ernst&Young
adidas	Facebook	Saudi Aramco	ADIA

Regional Diversity and Inclusion lead, and active member of the Global DEI taskforce.

### Yulia Co-Founder

May 2016  
July 2017

As Co-Founder, I lead investor pitches and funding efforts and live demos both locally and overseas.

### McCann Barcelona Art Direction Assistant

July 2015  
July 2016

Oversaw full creative processes, from ideation and concept to shooting and production, to artworking.

*Intense curiosity has defined my career from the start, allowing me to explore multiple sides of creativity.*

*I believe that the most powerful asset that any agency, brand or company has is their people - their stakeholders, audiences, employees or followers.*

*And I am motivated to help bridge the gaps between people and what matters most to them, in whatever shape these connections may come in.*

## Languages and Software

Spanish (Native)	Portuguese (Elementary)
English (Bilingual)	Catalan (Elementary)
Italian (Limited)	

Adobe Creative Suite	Google Suite
Microsoft Office	

## Honours & Awards

### Campaign Middle East Creative Faces to Watch 2022

### Dubai Lynx Young Lynx Competition Participant 2022

### El Mundo #1 Top 10 Innovation for Sonar+D

## Academic

### IED Barcelona Undergraduate Degree in Visual Communication

September 2013  
July 2017

Worked in multidisciplinary and multicultural teams, participating in nearly a dozen extracurricular projects with several high-profile clients.

#### Clients / projects include:

Sonar+D at Sonar	Barcelona
CBI Challenge at CERN	Barcelona / Geneva
CERN's Publishing	Barcelona
Morpheus Cup	Brussels