

ANA PUIG

Santa Monica, CA • (415) 802-9893 • ampuig@gmail.com • linkedin.com/in/anampuig • anapuig.com

Creative Operations Leader

*15+ years building creative operations infrastructure across Latin America and the U.S. • \$15M+ budgets owned
• 32 Cannes Lions • Global programs for Coca-Cola, Amazon, YouTube TV, and Nike*

CORE STRENGTHS

Creative Operations & Workflow Systems Design • Program & Portfolio Management • Cross-Functional & Executive Leadership • Budget Ownership (\$15M+) • Resource & Capacity Planning • Risk & Dependency Management • Global Campaign Execution • Vendor Management • Stakeholder Communication

PROFESSIONAL EXPERIENCE

Program Manager | AKQA (WPP), Los Angeles, CA *2021–Present*

- Own program management for a portfolio of 6–8 large-scale brand and campaign initiatives annually, bringing structure to creative ambition across strategy, concepting, design, production, and engineering.
- Design and maintain the creative operations infrastructure (intake, scoping, prioritization, workflow design, and delivery tracking) that drives visibility and predictability for cross-functional teams of up to 25.
- Manage end-to-end delivery on budgets up to \$15M, partnering with finance, talent/resourcing, and technology teams to keep operations aligned at scale.
- Built a new milestone and timeline framework for brand and storytelling programs, designed for creative briefs that keep evolving after the deadline is set.
- Led the Coca-Cola Zero Sugar global integrated campaign: a 9–13 month program spanning OLVs, AR experiences, social, and influencer content, with 100+ deliverables localized across worldwide markets from a U.S. hub.

Operations Director | Grey West (WPP), Los Angeles, CA *2019–2021*

- Co-built Grey West's operations function from the ground up with the Managing Director and Chief Creative Officer, establishing the operating foundation for a lean, high-output office serving entertainment and tech clients including Amazon and YouTube TV.
- Ran all client programs concurrently across a 20-person multidisciplinary team, delivering complex broadcast and digital work on \$5M–10M budgets with the agility and output of a much larger agency.
- Trusted beyond the Operations Director title, contributing to agency culture, creative reputation management, and organizational effectiveness across the office.
- Served as lead Executive Producer and Program Manager on the YouTube TV “Ball on the Moon” broadcast featuring Buzz Aldrin, managing high-profile talent, a hard live deadline tied to MLB Opening Season, and a senior client relationship under significant public scrutiny.

Senior Project Manager | Grey / Wing (WPP), New York, NY *2017–2019*

- Led program management across Wing's (Grey's multicultural division) full client portfolio, including Stouffer's, Walgreens, GSK, and Pfizer, managing 12 to 18 direct reports across creative, production, and PM disciplines within a 40-person agency.
- Ran multicultural campaigns at full strategic parity with their U.S. General Market counterparts, typically on tighter budgets, while owning timelines, resourcing, scope, and delivery standards across multiple concurrent integrated broadcast and digital/social programs.

Managing Director, Production | Maruri/Grey (WPP), Ecuador *2012–2015*

- Built and led the agency's in-house creative production organization from the ground up, one of the most influential advertising agencies in Ecuador.

- Owned annual production budgets up to \$6M, including vendor strategy, negotiation, and cost controls; led teams of 9+ direct reports.
- Designed end-to-end creative workflows connecting Creative, Account, and Production; work produced under this model earned the agency's first Cannes Lions recognition and some of the first Cannes Lions awards ever won in Ecuador.
- Developed and executed awards strategy and operations in partnership with the CEO and CCO.

Director of Production & Programming | Ecuavisa International, Ecuador *2009–2012*

- Managed teams across master control, editing, analytics, sales, marketing, and promotions for a national television network.
- Led acquisition and negotiation of programming; oversaw in-house and external marketing campaigns.
- Line-produced live broadcast events and daily sports programming; managed rundowns, editorial planning, and cross-platform content distribution.

Agency Producer | Maruri/Grey (WPP), Ecuador *2006–2008*

- Managed creative projects from brief through final delivery; supervised external production companies and vendors.
- Served as primary client contact, driving account growth and managing timelines, budgets, and quality standards.

AWARDS & RECOGNITION

Cannes Lions International Festival of Creativity (the advertising industry's leading global awards): 32 total, 2013–2019 (4 Gold, 8 Silver, 20 Bronze)

Clio Awards: 1 Gold, 1 Silver, 1 Bronze

Additional regional honors: FIAP (7) • El Sol (12) • El Ojo de Iberoamérica (17) • Cóndor de Oro – Ecuador (34)

TOOLS & SYSTEMS

Airtable • Monday.com • Smartsheet • Workfront • Google Workspace • Slack • WPP AI (OpenAI)

EDUCATION

University of California, Berkeley, Certificate Programs in Business Administration & Marketing | 2015–2016

Universidad Casa Grande, Ecuador, B.S. in Audiovisual & Multimedia Communication Engineering | 2003–2008