

ANA PUIG

Santa Monica, CA • (415) 802-9893 • anpuig@gmail.com • [linkedin.com/in/anampuig](https://www.linkedin.com/in/anampuig) • anapuig.com

Marketing & Creative Operations Director

15+ years building marketing and creative operations infrastructure for multi-brand organizations across the U.S. and Latin America, with work recognized by 32 Cannes Lions. Proven track record designing intake-to-delivery workflow systems, centralizing creative resourcing across concurrent portfolios, and owning budgets up to \$30M across global programs for Coca-Cola, Amazon, YouTube TV, Nike, P&G, Nestlé, and DirecTV, among others. Trusted by executive leadership to bring visibility, prioritization, and predictability to complex, multi-brand creative ecosystems.

Centralized Creative Resourcing & Capacity Planning • Workflow & Intake Systems Design • Multi-Brand Portfolio Management • Budget Ownership & Reconciliation (\$30M+) • Executive & Cross-Functional Stakeholder Management • Vendor Management • Process Standardization • Airtable / Monday.com / Smartsheet / Workfront

PROFESSIONAL EXPERIENCE

Program Manager | AKQA (WPP), Los Angeles, CA 2021–2026

- 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 25+.
- Manage end-to-end delivery on budgets up to \$30M, 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 campaign (“Take A Taste”): a 13-month program spanning OLV, OOH, AR, digital, social, and influencer content, with 120+ deliverables localized across 15 markets in LATAM, North America, Europe, South Africa, and APAC.
- Led “Dream Hoops,” a Nike x LEGO retail activation turning Kids Foot Locker locations into interactive creative experiences: owned scoping and budgeting through execution, coordinating Nike, LEGO, and internal teams across 15 U.S. locations over a 4-month timeline.

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.
- Served as lead Executive Producer and Program Manager on the YouTube TV “Ball on the Moon” TV Commercial featuring Buzz Aldrin. Managing high-profile talent, a hard live deadline, 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 multi-brand client portfolio, including Stouffer’s, Walgreens, GSK, and Pfizer, managing 12 to 18 direct reports across creative, production, and PM disciplines.
- Ran campaigns at full strategic parity with General Market counterparts, typically on tighter budgets, while owning timelines, resourcing, scope, and delivery standards across multiple concurrent brands; direct precedent for balancing a centralized resourcing model across a diverse, multi-brand portfolio.

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

- Built and led the agency’s in-house creative production organization from the ground up; 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.

Earlier: Director of Production & Programming, Ecuavisa International, Ecuador, 2009–2012 • Agency Producer, Maruri/Grey (WPP), Ecuador, 2006–2008.

AWARDS & RECOGNITION

32 Cannes Lions (2013–2019) • Clio, FIAP, El Sol, El Ojo de Iberoamérica, and Cóndor de Oro (Ecuador) honors.

TOOLS & SYSTEMS

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

EDUCATION

University of California, Berkeley, Certificate, Business Administration & Marketing, 2015–2016 • Universidad Casa Grande, Ecuador, B.S., Audiovisual & Multimedia Communication Engineering, 2003–2008