ORIOL BALCELLS

Brand Creative Strategist

Barcelona, Spain
uri.balcells@gmail.com
+34 695 802 745
oriolbalcells.com · Instagram: @oriolbalcells



ABOUT

I find a brand's place in culture and turn it into campaigns, products, collaborations and experiences people want to belong to.

SKILLS

Brand Strategy & Positioning
Creative Direction
Concept & Campaign Development
Campaign Production
Events & Brand Experiences
Collaborations & Partnerships
Content Strategy
Cultural Research
Communication Strategy

LANGUAGES

Spanish — Native
Catalan — Native
English — Fluent

EXPERIENCE

Brand Creative Strategist — Brutus The Beer
Mahou San Miguel · Sep 2023 – Present

- Lead brand strategy, campaign concepts and collaborations for a premium beer brand.
- Come up with original ideas and see them through, from concept to launch.
- Find and manage collaborations with brands such as On, Desigual and Harper's Bazaar.
- Since 2023, sales have grown from 300,000 to 1.8 million litres a year.

Founder & Creative Director — Som El Campus!
2021 – 2026 · Acquired by Qualia; ongoing brand advisory

- Founded the project and grew it from 1 to 8 summer camps.
- Built the brand from scratch through to its acquisition.
- Led branding, communication and creative direction.

Brand Strategist & Creative Director — Qinetic Studio
Premium training studio, Barcelona · Freelance · Present

- Define brand strategy and positioning for a premium fitness and wellbeing studio.
- Creative direction of content and campaigns.
- Qinetic Experience: concept and production of the studio's brand event for members and community.

EDUCATION

Degree in Advertising, Public Relations and Marketing
University of Barcelona (ESRP) · 2020 – 2024