

Gabriel Ferrer Olmos

Department of Communication
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Assistant professor of Campaign Planning & Client Service and Media & Culture I, II

- B.A. Communications and Media Studies. Specialization: Advertising & PPRR
- Master in Planning and Purchase of Advertising Media (ACM)
- Master in Web Design and User Experience.

Areas of interest and research:

Advertising & Innovation
Business Strategy and Creativity
Branding & Digital Design
New Technologies
Product Development

Short biography

Professor Ferrer is a professional in Advertising and the field of Corporate Communication with extensive professional experience of 20 years.

He is currently Creative Director at KevlarStudio digital development studio and Visual Experience Advisor of the Radio Podcast "Welcome to the 90s." He complements his teaching career as a lecturer in the field of Digital Marketing and Creativity at the European University of Madrid and Business School Instituto de Empresa (Customer Experience).

Throughout his professional career, he has worked as Advertising Creative and Art Director for various agencies such as McCann Erickson or Publicis, developing campaigns for clients such as CocaCola, Saab, Disney and the Ministry of Health.

He is currently Professor of Communication at CIS University Endicott International.

Publications

Ferrer Olmos, Gabriel (2020) Towards a new paradigm of hyper-rationalization in brand design. In F. Ubierna (Coord.) *New Explorations in Education, Art and Business for a Diverse Society* (pp. 189-207). Madrid: Ed Fragua.