



Shara Benitez

intro

Awarded Creative Director with more than 20 years of experience in three different countries.

After working for over 18 years in Mexico City, Chicago, Houston, and Miami for large advertising agencies such as BBDO, Publicis, and Y&R, Shara arrived in Auckland, New Zealand.

During his agency experience, he has worked with a wide range of international brands and categories, from Jeep, Subaru, MINI, Mazda, and Mercedes-Benz through to Nestle, Campbell's, Pepsi, Frito-Lay, Procter and Gamble, FedEx, Tabasco, Snickers, AT&T, Asahi, Localist, Southern Cross NZ, IGLOO, and Bayer amongst others. His work has been recognized in international advertising festivals such as Cannes, New York Festival, London Advertising, Circulo Creativo de México, Effie, Best Ads, and Wave.

While in Mexico City, Shara's team won the first season of TNT Project48 where they had to produce a short film in only two days.

He works with creative teams from strategy, brainstorming, and conceptualizing to presenting and executing projects for any platform out there. He is especially passionate about new channels and relevant user experiences.

Since May 2022, Shara has started his own advertising agency: Two Scoops, where clients are invited to build a better future through positive messages to their audiences.



Thank you