



**serge** Sergio Ariel Flores  
+1 917 703 0443  
me@thisisserge.com

I'm from Uruguay, a tiny country in South America. In 1983 my family fled to Australia, where we were granted refugee status. Coincidentally, Uruguay gets a rare mention in the Australian episode of The Simpsons when Homer, pointing at the globe, says: 'Look there's a country called you-are-gay'.

My first advertising job was at Clemenger/BBDO where I got my first bruises and won my first awards.

After a year hiatus dedicated to globetrotting came Leonardi Advertising where I got to experience the very hands-on nature of a small agency.

In 1998 I received an offer I couldn't refuse: a job in New York City at a small risk-taking agency – which eventually took one too many risks and went out business.

In March, 2000, I took a sabbatical from the Big Apple to sort out my green card – which I won in the lottery (yay). During that time I worked at Publicis/Mojo in Melbourne, an agency with a very dynamic and forward-thinking structure.

Back in NYC I took a job as Creative Director at the creative strategy arm of Shooting Gallery, an independent film company. I stepped into the new media space, developed websites, promoted films and worked on traditional advertising campaigns, leading a diverse team of designers, writers and art directors.

I went back to Australia to work at Samuelson Talbot – one of the last independent agencies in Australia – as an ACD. Amongst many projects, I pitched, won and re-launched AMP, the largest Australian financial services company.

After freelancing for a couple of years in NYC, I joined Saatchi & Saatchi Wellness as an ACD. I'm responsible for brands that

**EDUCATION**

Bachelor of Science, Engineering (only one year)  
RMIT, Melbourne, Australia

Bachelor of Arts, Visual Communication/Advertising  
RMIT, Melbourne, Australia

Film Production  
NYU, New York City

**NOW** Saatchi & Saatchi Wellness  
Durex  
Ambien CR  
Transitions Lenses  
Frontline  
Nexium

**2005** Freelance  
Samsung  
United Technologies  
Kodak

**2003** Samuelson Talbot, Melbourne, Australia  
The Age newspaper  
AMP Financial Services  
Cussons  
Brown Brothers wines

**2001** Shooting Gallery, NYC  
Barclays Capital  
Shooting Gallery Film Series  
Starheaven  
Citipost

**1999** Publicis/Mojo, Melbourne  
Hertz  
Nestlé  
Kraft  
Bayside Trains

**1998** Yellow Card, NYC  
Mercedes -Benz of Southern California  
Wolfgang Puck's Soups  
Panurgy

**1996** Leonardi Advertising, Melbourne  
Cadbury-Schweppes  
RSPCA  
South East Water  
Docklands Authority  
Interact Multimedia Festival  
Dachet Jeans

**1994** Clemenger/BBDO, Melbourne  
Mazda  
Portmans  
CARE Australia  
The Wilderness Society

