



**I AM A CREATIVE DIRECTOR**

**TEL** (512) 905.8324

**MAIL** RODRIGOMAYCOTTE@GMAIL.COM

**WWW.RODRIGOMAYCOTTE.COM**

**I'VE DONE**

**RICHARDS/LERMA**  
BRAND CREATIVE DIRECTOR

Brand building for MetroPCS. Provide creative direction for their national brand campaign, their entire social media presence, and their UFC sports sponsorship.

Jan. 2016 – Present  
Dallas, TX

**THE RICHARDS GROUP**  
BRAND CREATIVE/ART DIRECTOR

Brand building, concepting, scripting and executing TV, print, radio and online campaigns for GameStop, FIAT, Chick-Fil-A, RAM, The Home Depot, Advance Auto Parts, et al.

Jan. 2010 – Jan. 2016  
Dallas, TX

**LATINWORKS**  
CREATIVE INTERN - ART DIRECTOR

Concepting, scripting and executing TV, print, radio and online campaigns for ESPN Deportes, Lowe's, Domino's Pizza, Burger King, Bud Light, H-E-B and US Cellular.

Jun. 2009 – Dec. 2009  
Austin, TX

**UT - DIVISION OF RECREATIONAL SPORTS**  
GRAPHIC DESIGNER/PRODUCTION ASSISTANT

Graphic designer for advertising collateral: flyers, posters, ads, annual reports, etc.

Summer 2009  
Austin, TX

**TEXAS STUDENT MEDIA**  
STUDENT GRAPHIC DESIGNER

Concepting, ad production, design for supplement covers, redesign internal collateral, logo redesign, website redesign.

Jul. 2008 – May 2009  
Austin, TX

**I'VE LEARNED**

**THE UNIVERSITY OF TEXAS AT AUSTIN**  
BACHELOR OF SCIENCE IN ADVERTISING • TEXAS CREATIVE

Dean's Honor List (Fall '07, Spring '08 and Spring '09)  
University Honors (Spring '08 and Spring '09)

Class of 2009  
Austin, TX

**ESADE BUSINESS SCHOOL**  
MAJOR: BUSINESS MANAGEMENT

2005 – 2006  
Barcelona, Spain

**I'VE BEEN**

**TEXAS MEN'S SOCCER**  
VP OF COMMUNICATIONS & ACTIVE PLAYER

Redesigned, developed and managed team website: [www.utclubsoccer.com](http://www.utclubsoccer.com) as well as launching social media accounts.

2006 – 2009  
Austin, TX

**TEXAS ADVERTISING GROUP**  
ACTIVE MEMBER

2008 – 2009  
Austin, TX