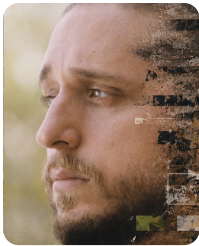


Live-action & AI
Commercial
Director

+34 650 978 787
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portfolio.santicapuz.com
linkedin.com/in/scapuz



Director first, GenAI integrated. 15+ years directing advertising, branded content and fiction — now taking commercials end to end, from concept and client presentation through production, AI-assisted development, edit, comp, colour and delivery. Led teams of up to 10 in English and Spanish.

EXPERIENCE

01

Live-action & AI Commercial Director

2016 — Present

Freelance · Independent · Madrid / International

- Live-action for ING, IFEMA, Head & Shoulders, Vithas, Lacasitos, Fundación Adecco and Del Monte; international campaigns for Exoderil and Buscopan.
- Integrate GenAI into commercial work for Allegra, Dulcolax, Philadelphia and Bershka — audience-test films, campaign imagery, storyboards, social.
- Build node-based workflows that keep a look and a character consistent across a whole campaign.

Audiovisual Content Manager

2020 — 2023

Begup · Embedded freelance engagement

- Produced and supervised audiovisual content across internal and external teams while continuing an independent directing practice.

Commercial Film Director

2017

Fullsix

- Directed short-form commercial productions built for social channels.

Audiovisual Consultant

2014 — 2016

The Cocktail

- Advised on video strategy and production for BBVA, Santander, Correos and National Geographic, presenting recommendations directly to clients.

Research & Development / Director

2011 — 2013

Big Bang Media

- Developed television and audiovisual projects and directed video productions.

SELECTED WORK

02

LIVE-ACTION · 2024–2026

ING · Nómadas · IFEMA · Inspiración · Head & Shoulders · Vithas · Lacasitos · Fundación Adecco · Del Monte · Olga Carmona · Exoderil · Buscopan

GENAI · 2025–2026 · SPEC & COMMISSIONED

Allegra · Dulcolax · Philadelphia · Bershka · MRM

EXPERTISE

03

Direction & storytelling

Treatments, scripts, storyboards, performance, visual language

AI-assisted workflows

Node-based development, consistency systems, image-to-video branching

Generation

Midjourney, Kling, Veo, Seedance, Higgsfield, Runway

Post-production

Premiere Pro, After Effects, DaVinci Resolve, Photoshop, Magnific

Prototyping & tools

Claude & ChatGPT via MCP · ComfyUI, Blender, Figma, CapCut

EDUCATION

04

MA, AI & Innovation · Founderz 2025

MA, Screenwriting · The Core School 2022

MA, Digital Cinematography · ECAM 2011

BA, Film, Radio & TV · U. Navarra 2010

Filmmaking · Lee Strasberg, LA 2006

LANGUAGES

05

Spanish — native · English — C1 (Cambridge CAE) · German — basic.

Spanish–Argentine dual citizen.

RECOGNITION

06

100+ festival selections and 30+ awards across fiction and audiovisual work, including InterFilm Berlin, Zaragoza, Elche and Tarazona.

IMDb FilmAffinity Instagram