

PHONE.
(+34) 686 774 987

E-MAIL.
ibiosca@biosca.id

WEBSITE.
www.biosca.id

LINKEDIN.
linkedin.com/in/ibiosca

INSTAGRAM.
@biosca.id

LOCATION.
Madrid

INÍGO BIOSCA

CREATIVE DIRECTOR & BRAND STRATEGIST

20+ years turning brands into stories through content, experiences and long-running brand platforms that audiences genuinely connect with. Branded content, events, transmedia strategy, brand identity and positioning. I've worked this craft from all three sides of the table — broadcaster, agency and production company — and today I do it from my own studio, BIOSCA.ID.



WORK EXPERIENCE

2025-PRESENT

BIOSCA.ID
Independent

CREATIVE DIRECTOR & BRAND STRATEGIST

Creative direction and brand strategy for advertisers, agencies and media groups. Concept development and production of advertising campaigns ([WAH Madrid](#)), transmedia brand-integration strategies for Mediaset ([FIAT](#) or [Vinted](#), among others), brand integration across scripted and entertainment formats ([Nestlé](#)), events consultancy ([Mediaset Events](#)), and brand identity, brand platform and repositioning projects ([Shoopo](#)). Across all of them, I apply generative AI throughout the process — with judgement and intent.

2022-2025

TBS
Telefónica

CREATIVE DIRECTOR – BRANDED CONTENT & EVENTS

Creative lead for branded content and events at TBS, Telefónica's production company and creative agency ([reel](#)), heading a multidisciplinary team of scriptwriters, creatives, designers, set designers and specialist partners.

- Concept development for pitches and creative proposals.
- End-to-end creative oversight, from development to on-set execution.
- Distribution and amplification — on-air, off-air and digital — across every format.
- Branded content on Movistar Plus+ and Prime Video
 - Alhambra "Maestros del Tiempo" ([S1](#) and [S2](#)). [Best!N Food 2023](#).
 - VidaCaixa "Las vueltas que da la vida" ([S1](#), [S2](#), [S3](#) and [S4](#)). [XIII Premios de Marketing y Comunicación en el Sector Asegurador](#).
 - Burger King "Fanáticos de lo Real" ([documentary](#) and [premiere](#)) · [two NYX Awards 2024](#).
 - MSD "La Muestra" ([full series](#) and [trailer](#)).
 - Ecovidrio "Convecinos" ([S2](#)).
 - Discover Ireland "The Craic Show" ([promos](#)).
 - Level Up "Fénix" ([trailer](#)).
 - WAH "El show que salvó la música" ([trailer](#)).
- Live events ([reel](#)) for Ferrovial, Siemens, Oracle ([streaming](#)), Coca-Cola, Roche, GSK, etc.

2016-2022

TBC
#SkateAndTie agency

EXECUTIVE CREATIVE DIRECTOR & FOUNDING PARTNER

Creative lead of the agency, responsible for developing branded content, integrated TV and digital campaigns, events, brand strategy, corporate identity design and transmedia strategies that built visibility and recognition for our clients ([reel](#)). In 2021 we signed an exclusive agreement with Atresmedia to integrate brands into the group's scripted series.

2014-2016

Mediaset España
Publiespaña

CREATIVE – BRAND SOLUTIONS – DIGITAL

Creative development of integrated TV and digital proposals, building innovative formats with Mediaset's on-air editorial team, Megamedia's digital team and other group divisions including Telecinco Cinema, to maximise commercial opportunities across a transmedia ecosystem.

Renfe - Ocho apellidos catalanes ([case study](#))

WORK EXPERIENCE

2013-2015

BSC
Freelance

CREATIVE DIRECTOR – FREELANCE

Development of communications and branded content strategies for television and digital, including content decks and the creation of transmedia formats.

2011-2013

Mediaset
Publiespaña

CREATIVE – BRAND SOLUTIONS

In December 2010, the Cuatro-Telecinco merger brought Sogecablemedia into Publiespaña. I continued in the same role across the group's seven channels - Telecinco, Cuatro, Divinity, Energy, FDF, La 7 and Boing - working closely with its on-air and digital editorial teams.

2006-2010

Cuatro / Digital+
Sogecablemedia

CREATIVE – BRAND SOLUTIONS

Development and integration of advertising campaigns on Cuatro and Digital+. The creative link between sales and editorial, sitting on content committees to drive brand integration into programming and spot new revenue opportunities.

2005-2006

Omnitel

DESIGNER – MARKETING EXECUTIVE

Design of marketing collateral (websites, display and catalogues) and delivery of promotional events for major technology brands such as HP and Microsoft.

2004-2005

Adtivity

DESIGNER

Websites, online advertising and key visuals for major automotive brands such as Hummer, Subaru, Hyundai, Kia, SsangYong and DaimlerChrysler.

EDUCATION

2026-PRESENT

BIG School

MASTER'S IN ARTIFICIAL INTELLIGENCE

BIG School qualification certified by Universidad Isabel I.

2021-2022

Labasad

POSTGRADUATE DIPLOMA IN BRAND STRATEGY

Final grade: Distinction.

2007-2008

Universidad
de Salamanca

MBA IN TELEVISION MANAGEMENT

MBA from Universidad de Salamanca in partnership with Santillana Formación. Final grade: Distinction.

2000-2004

Universidad
Antonio de Nebrija

BA IN ADVERTISING AND PUBLIC RELATIONS

Part of the first graduating class in the creative advertising major.

SKILLS

Storytelling

Photoshop

Team management

Brand strategy

Illustrator

Teamwork

Branded content

Microsoft Office

Leadership

Live events

Generative AI

Spanish · English

HOBBIES

TV series · Film · Art · Reading · Photography · Music · Skateboarding · AI · Gaming