

# Latinx Community: We See You

The list of names of Latinas/Latinos who have done incredible things is long. Their talents are as varied as their accents and countries of origin.

At Kay & Black, we are extremely passionate about the world we surround ourselves in and the talent pool that we are honored to interact with every day. Here we are about nurturing, guiding, coaching and celebrating all of you whether you are a junior designer right out of school or a Group Account Director with many years under your belt.

For Hispanic Heritage Month, we wanted to look towards our beautiful latinx community and highlight a handful that we know. Being a Latinx in our industry can have its own challenges and create its own very unique experience that others may not know. So, we wish to share with you these amazing

Latinos/Latinas in advertising who are creative, passionate, full of love for where they come from (whatever country that may be) and in doing so hope that anyone, but especially our youngest and newest, will be inspired.

Que viva nuestra gente y gracias a todos por su participación.

**Happy Hispanic Heritage Month!**



**Name**

The Raccoons

**Fernando Carrion**

Instagram: @fercarrion

**Rodrigo Bistene**

Instagram: @iamrodrigobistene  
theraccoons.squarespace.com

**Where is your family from? Where did you grow up?**

Fernando: San Andres Tuxtla in Veracruz, Mexico.

Rodrigo: Belo Horizonte in Minas Gerais, Brazil.

**Discipline**

Creative

**Have you won any awards or been recognized for any achievement/work?**

14 Cannes Lions

1 Webby

1 D&AD

8 Clio Awards

3 LIA

And a bunch of other smaller and local awards :)

**What is a piece of advice you would like to offer any young Latinx who is thinking of entering advertising? It can be something you wish someone had said to you when you were fresh in the industry or just anything inspiring.**

I guess, don't downplay how different you are. That's one of your strengths.

Independently of where you are from or your ethnicity, something I say to every young creative is to never stop playing, we are in an amazing industry that allows us to get creative with a company's money and the moment we start taking ourselves too seriously, that's the moment we start missing the point of being creative.

**What has it been like being a Latinx in the advertising world? Was it easy for you, did you encounter any obstacles, or have you noticed something that should be addressed?**

It's definitely hard since American colleagues assume that your English is not good enough even if your copy is the one that comes with less corrections after you send it to proofread.

It was hard to speak up to let them know that my English was just as good as theirs. But it was definitely worth it. All Latinx creatives should know that speaking up when they notice something wrong is the honorable thing to do. For you, for me, for the next generations to come and for the industry.

**Are there any projects/work that you are very proud of? Have you done any work related to the latinx community?**

"Who the f\*ck wants to follow Pepto-Bismol on Twitter" This idea only happened because the client trusted us so much. They trusted us because we steadily increased the quality of the social media ideas through the year. And we raised the quality of the work by hours and hours of watching American stand-up comedy because we were fresh off the boat from Brazil.

**Have you ever failed at anything and how did you recover or turn it into a positive?**

I've failed at thousands of things. I guess it's all about keeping the "Golden retriever" attitude. Forget the bad easily, stay excited, playful and foolish. I guess at some point you understand that nothing is actually serious enough to ruin your mood, because your mood determines the quality of the work.

**Is there anything fun or cool you want to add about yourself?**

We are looking for recommendations because we are moving to Chicago.

Send to [theraccoonsteam@gmail.com](mailto:theraccoonsteam@gmail.com)

**Name**

Carlos Dominguez  
Instagram: @carlosbycarlos  
iamcarlosdominguez.com

**Where is your family from? Where did you grow up?**

My family is from Colombia. I was actually born in Bogota and raised in Colombia for about 6 years then I moved to Connecticut and here I am now :)

**Discipline**

Creative

**Have you won any awards or been recognized for any achievement/work?**

Yes, I have won a few awards with the Connecticut Art Directors Club and also had the chance to be part of the Team of the Alexandria Ocasio Congressional Campaign.

**What is a piece of advice you would like to offer any young Latinx who is thinking of entering advertising? It can be something you wish someone had said to you when you were fresh in the industry or just anything inspiring.**

One of the biggest advices to the young Latinx community is: listen to yourself, don't let anyone influence your decision to enter advertising or any creative field. Sometimes, when you face your biggest fears they become the biggest accomplishments in your career.

**What has it been like being a latinx in the advertising world? Was it easy for you, did you encounter any obstacles, or have you noticed something that should be addressed?**

I think it is sometimes very interesting to see people's reaction when they see me and see this fabulous Latino man and sometimes people get scared, but nothing is easy, you have to fight for what you want! One thing that I do now look at when working with people is the diversity, if there is not any then why waste my time.

**Are there any projects/work that you are very proud of? Have you done any work related to the Latinx community?**

Yes, recently I was able to work on the revolutionary political campaign for Alexandria Ocasio and it was so empowering to see this strong Latina empower her latinx community.

**Have you ever failed at anything and how did you recover or turn it into a positive?**

Yes, of course. Failing is always necessary to learn and grow from it. Take those mistakes and work twice as hard and keep pushing. The outcome is always a surprise.

**Is there anything fun or cool you want to add about yourself?**

Mhmm. I am a huge lady gaga fan.

**Name**

Silvia Sanchez

**Where is your family from? Where did you grow up?**

El Salvador

**Discipline**

Digital Marketing/Social

**What work would you love to participate in and/or create?**

I would love to participate in any kind of work that portrays the beauty of my heritage and culture: one that can diversify the current perspectives on Hispanics.

**If you could meet and learn from any latinx in the advertising industry, who would it be and why?**

I would really love to meet digital influencer Dulce Candy. I think besides being a big influencer on social media, Dulce Candy has always been proud to show her immigrant-based heritage and the love she shares for her culture. She tries to be bilingual on social media which shows the diversity of Hispanics living in the United States.

**So far, what do you like most about the advertising industry? In what ways can the advertising can improve diversity and inclusion?**

What I like most about the industry is the infinite ways available for creators to send a message to a specific group. Additionally, the freedom of the industry to reach and represent multiple heritages all at the same time.

**Have you ever failed at anything and how did you recover or turn it into a positive?**

I think my biggest failure occurred back in 2012- My family and I lost everything during Hurricane Sandy as I was finalizing my first year of college. After losing everything, from our home to our clothes, my family and I had to choose between moving forward or mourn our losses. I remember that semester being the most emotional and intense semester in school. I didn't have books or anything to carry along with me, but I accepted our tragedy of losing everything but I refused to lose my focus on success and the importance of finishing up my degree on time. Although my parents asked me whether I wanted to take that semester off, I chose my education and decided to continue to work as hard as I was before our tragedy. It made me realize that if I really want something, regardless of what it is or what comes in between my way, I have the choice to keep moving forward or accept my failures.

**Is there anything fun or cool you want to add about yourself?**

I'm DACAmented and the first one in my family to ever graduate college. I worked 72 hours a week in order to afford my education.

**Name**

Greg Falconi  
Instagram: @grelconi  
www.gregfalconi.com

**Where is your family from? Where did you grow up?**

My parents immigrated from Guayaquil, Ecuador. I was born in Hoboken NJ, but grew up in the Poconos (Northeastern PA).

**Discipline**

Creative

**Have you won any awards or have been recognized for any achievement/work?**

Selected in the top 100 posters for the International Poster Exhibition: PachaMama, held in Lima, Peru. The exhibition was held to raise global resource depletion awareness.

**What is a piece of advice you would like to offer any young latinx who is thinking of entering advertising? It can be something you wish someone had said to you when you were fresh in the industry or just anything inspiring.**

Work as hard as your parents do and did when they first came to this country. Exceed expectations whenever you see an opportunity to do so, and most importantly, believe in yourself. Imposter syndrome can be very real sometimes and it is personally my biggest demon. The moment you start doubting yourself, you have to fight against that voice in your head telling you that you're not good enough. You are.

**What has it been like being a latinx in the advertising world? Was it easy for you, did you encounter any obstacles, or have you noticed something that should be addressed?**

If you have the opportunity to explore different agencies while you're young, do it. I think diversity is important, and the majority of advertising agencies are run by white men. Look for those that truly value diversity, and not just hire the token few hires while claiming a diverse workplace. You'll be looked at as a representative voice of your entire community when in reality there is a wide range of voices within the Latinx community itself. The pressure to speak on behalf of everyone from your community is real when a workplace doesn't value diversity.

**Are there any projects/work that you are very proud of? Have you done any work related to the latinx community?**

I'm currently working on a political engagement app that I'm very proud of. It still hasn't been released publicly, but we're working hard to get it out there. I also collaborated in an effort where two close friends and I raised \$2,000 for Waves Ahead—an organization dedicated to aiding victims of Hurricane Maria in Puerto Rico. We designed lapel pins which we sold online and 100% of the profits went to the organization. We sold out of pins in about 4 days after a tweet promoting our effort gained traction with about 4,000 retweets and we then had people who were donating internationally.

**Have you ever failed at anything and how did you recover or turn it into a positive?**

I don't know if I've necessarily "failed" since I haven't been fired from a job, or have gotten in trouble for anything major, but maybe it's more about turning bad situations into positives. If there's anything I've "failed" at it's been a math test in high school, but it's hard for me to look at something in my life and say, "that was a failure". I can look at something and say, "I could have done that better, or communicated that better" but to tell yourself you've failed at something is to admit defeat. Admitting you're wrong about something is to acknowledge that you can improve and grow—that is different. But admitting to failure is akin to giving up—which I don't believe in. So, no I haven't really failed at anything. My outlook is that life is a continual learning process and I'm never going to stop learning from my mistakes, and so you can only ever improve as a person or in your craft.

**Is there anything fun or cool you want to add about yourself?**

I've traveled to London, Lisbon, Berlin, Milan, Barcelona, San Juan PR, Las Vegas, Los Angeles, and drove around the entire island of Iceland this year alone.

**Name**

Valeria Gonzalez

**Where is your family from?**

Venezuela

**Discipline**

Creative

**Have you won any awards or have been recognized for any achievement/work?**

I haven't won awards, just a few shortlists, and online publications. The recognition I enjoy the most though comes from my many peers and friends in the business who enjoy working with me and are always looking to partner up on something new.

**What is a piece of advice you would like to offer any young latinx who is thinking of entering advertising? It can be something you wish someone had said to you when you were fresh in the industry or just anything inspiring.**

I wish someone would've told me to ask myself what I really want, and not rest until I know the answer. Knowing what you want is the hardest part. Going after it is easy. You just do it. Is that weird? Sorry, that's my answer x)

**What has it been like being a latinx in the advertising world? Was it easy for you, did you encounter any obstacles, or have you noticed something that should be addressed?**

Being a Copywriter in my second language can have its challenges, but also its advantages because your brain has more to play with when it comes to crafting copy. I feel it makes me more playful and more daring.

**Are there any projects/work that you are very proud of? Have you done any work related to the latinx community?**

I've created patient-testimonial videos about living with relapsing MS. These videos were done to bring more awareness and disease education to the Hispanic community in the US.

**Have you ever failed at anything and how did you recover or turn it into a positive?**

I just ask myself "what can I learn from this?" I instantly feel I'm getting something valuable from the experience and I feel better about it, I feel more empowered.

**Is there anything fun or cool you want to add about yourself?**

Questions like this take me on an existentialist journey!

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Disclaimer: All of the people that participated in the interviews did so solely to contribute to the positive message of the campaign and are not necessarily affiliated with Kay & Black Talent Management, LLC and its services