

Flor Leibaschoff

COPYWRITER / CREATIVE DIRECTOR

Dallas, TX

Coming from a household of doctors, Flor, breaths health and prevention all over the place. That's why when it was time to start her own career, she told her family: "I am going to become a doctor...but for brands."

Florencia "Flor" Leibaschoff has more than 12 years of experience as a creative professional, and deep knowledge in the CPG, Automotive, Airline and Retail industry.

She studied Mass Media, Advertising and couple years of Marketing.

She was a Jr. producer and worked at Utilisima.com and Alef Network in Argentina. Taking care of the behind the scenes, production and ideas.

From the networks she jumped into the Advertising world.

She began in Argentina as a JR. Copywriter at Pari-Renault in 1999.

She also worked at Del Campo Nazca Saatchi & Saatchi and Agulla & Baccetti (Lintas). Flor has experience on brands such as SouthAfrican Airlines, Natufarma, Bushi, Blockbuster, Seat, Banco Sudameris, Renault, MTV, Eukanuba, Hoyts General Cinemas and Telecom.

She joined Dieste in 2002 as Copywriter for Southwest Airlines, P&G, Clorox, Frito Lay, Taco Bell, 7-Eleven, Pepsi, Anheuser Busch and Hyundai among others.

Her talent and work soon gained recognition within the EEUU Hispanic advertising community. And she was soon promoted to Sr. Copywriter, Associate Creative Director and Creative Director.

Her work has won awards and recognitions in Cannes, Festival Caribe, AHAA, Advertising Age, El Sol, Clio, London Festival Awards, Fiap, Círculo Creativo EEUU Hispano, the One Show, ANA Multicultural, Luerzer's Archive and Creativity. She has been judge at NSAC, AAF, Ad Age and Mercury Festivals.

She is a former VP at the Circulo Creativo EEUU Hispano and former Creative Director at Dieste.

She worked for Nissan, Infiniti, Procter & Gamble, [Xoom.com](#), Southwest Airlines, Sara's Secret and most recently GOYA. She was the lead on the pitch beginning of this year that got the account to embrace a new path. She loves to generate ideas in any format, content, advertorial, traditional, below the line, you name it as long as it engage with consumers she will do it. She has passion for the idea industry. On her free time Florencia writes storytelling for kids and adults.

During 2013 Flor dedicated her time crafting Housewife, Ideas from scratch. Not your typical ad agency. Housewife offer to clients a model that allows them to get the "dream team" for the project they need avoiding overheads. You can find more about it @ www.housewifeideas.com

It is meant to partner with agencies and clients. We are open to anybody who believes that ideas has the power to move.

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