# AMPARO ORTIZ

CREATIVE PORTFOLIO

HELLO,

# I'M AMPARO

From a young age, I yearned to express my creativity through art and fashion design, drawn to the world of high couture. Over time, I melded my skills in communication, innovation, and art, embarking on a journey in business where I birthed brands with a purpose, championing social causes.

My **passion** extends to helping individuals, whether through philanthropy or team growth. My **mission** is to inspire people to unlock their full potential, using art and business as vehicles for personal growth and expression.

I thrive on inspiring individuals, proving that their greatest potential often lies within, waiting for the right moment to emerge.

*I'm a self-taught painter, finding solace and self-discovery in every brushstroke.*













# ACHIEVEMENTS

Created from scratch more than 6 Brands in Spain, Mexico, and UAE.
Best Product Awards received by Disney, Warner Bros, and Mattel around EMEA..
Finalist MURCIA JOVEN ‘94. Best kids project in Young Fashion Designer contest.
Signed the first Direct to Retail agreement The Walt Disney Company in EU.
Created and managed 78 Disney stores in El Corte Ingles, Spain

# EDUCATION

**IADE – FASHION DESIGN DEGREE**

Diploma of Fashion Design during the academic years from 1989 to 1992. Madrid, Spain

**ISEM – FASHION BUSINESS SCHOOL, UNIVERSITY OF NAVARRA.**

Advance Program in Fashion Business Management. 2015–2016. Madrid, Spain

**The Power MBA– Digital Business Master. 2021**
**ISDI– igital Program for Marketing. 2018**

NOTABLE

# SKILLS

Art & Painting
Innovation
Brand Development
Communication
High negotiation
Multi-tasking












2022 – PRESENT

# PROJECT 1

## GCC

Conceived and built from the ground up, **four exclusive private label brands** for the largest Mother, Baby, and Child E-Commerce vertical company, pioneering the development of a comprehensive universe catering to moms and babies, providing essential resources for a smooth and stress-free parenting journey.

















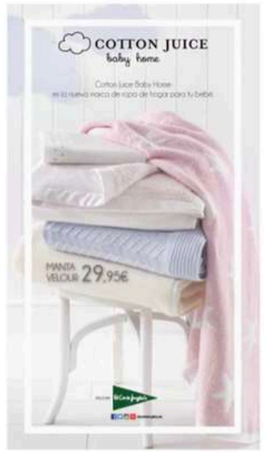

COTTON JUICE
baby home










2013 – 2018

# PROJECT 2

## SPAIN

Crafted from inception, the **Baby Nursery brand**, meticulously nurturing its growth and management for over half a decade. Eclipsing all competition, it reigns supreme as the unrivaled leader in Baby Nursery products throughout Spain to this very day. My role encompassed visionary product development, creative design, strategic marketing, captivating visual merchandising, and the unwavering cultivation of brand equity and prestige.

2019 – 2020

# PROJECT 3

## SPAIN & MEXICO

Pioneered the development of an extensive consumer goods and apparel portfolio for Latin America and Spain, excelling as a **Brand Ambassador, Country Manager**, and innovator in global partnerships. Led diverse collaborations, orchestrated strategic marketing campaigns, and nurtured Distroller World—a Mexican-born artistic brand by Amparin Serrano, dedicated to spreading boundless joy worldwide.















2001 - 2019

# PROJECT 4

## SPAIN

Honored with **awards for standout collections featuring Looney Tunes, Monster High, and Disney Classics** for nearly two decades, I've cultivated transformative partnerships with global entertainment giants like Disney, Warner Bros., Nickelodeon, and Sanrio, innovating product development for mutual benefit. Pioneering novel initiatives, I've led Spain's licensing landscape, forging unparalleled collaborations spanning social causes, children's programs, video games, and more. Personally oversaw the 360-degree creation of Disney products at El Corte Inglés, from concept to sales.

2022 – PRESENT

# PROJECT 5

## INSPIR**ART**ION

As the **founder** of 'InspirARTion,' my mission is to ignite emotional healing and creativity through art. Leveraging my expertise in transpersonal therapy, art therapy, and meditation, I empower individuals to navigate mental and emotional challenges, finding solace and expression through the power of Art.




Art for Everyone I The Finnish Cultural Foundation

O.E.1: DESARROLLO: Los contenidos y el formato se trabajan con los equipos internos de Alife y de *OMTraning* y cuentan con el apoyo de los profesionales externos específicos necesarios para la correcta integración de los procesos. La metodología, que tiene como base la Terapia Transpersonal con el Arte y la técnica *OMTraining*, se enfoca en el crecimiento humano a través del ejercicio físico, la meditación zen adaptada a occidente y cinco disciplinas artísticas.

O.E.2: IMPLEMENTACIÓN: La metodología *InspirARTion se* basa en el Acompañamiento Terapéutico y Humano para trabajar, de forma holística e independiente, cada uno de los 5 anillos energéticos del cuerpo para conseguir la integración de las tres esferas: físico, mental y espiritual:

- **Cuerpoterapia (CT)**: aplicación física del trabajo meditativo, instalando en la memoria celular las motivaciones aplicadas en la meditación. Generación de Dopamina.
- **Menteterapia (MT)**: visualización meditativa. Apertura de la mente desde el entendimiento para la instalación en el cuerpo. Generación de Oxitocina.
- **Arteterapia (AT)**: expresión de las emociones con variantes artísticas para aumentar nuestra dimensión mas creativa y humana. Aumento de las Endorfinas.

O.E.3: DOCUMENTACIÓN : Elaboración de un video presentación de la metodología en formato corto, dinámico y atractivo, y de un documental de 20´ que resuma la experiencia vivida por y con los adolescentes, y que tenga como objetivos:

- Medición de los resultados de la metodología.
- Documentación de los procesos llevados a cabo.
- Expansión del proyecto a otras CCAA.
- Divulgación de historias reales de superación.





El proyecto I Objetivos Específicos

PORTAITS WITH SOUL

# THE ARTISTRY UNVEILED

My Creative Path













PORTAITS WITH SOUL

# EPITOME OF EXPRESSION

The Final Masterpiece







2016 - 2022

# MENTORING

Mentoring the future leaders of the fashion industry at ISEM Fashion Business School – University of Navarra, an institution ranked 5th globally in Fashion Management Excellence..













# THANK YOU

amparortizgarcia@gmail.com
@inspirartiom
https://www.linkedin.com/in/amparortiz

