



NINA · SABINA · CABELLERO

## ABOUT ME

Pioneering the future of creativity is my passion. As a renowned Helsinki-based artist, I seamlessly merge classical mastery with avant-garde AI artistry, igniting a visionary dialogue between tradition and innovation. Since 2022, I have been at the forefront of pioneering the future of creativity, inspiring emotions and fostering profound connections through my transformative work. With an unwavering passion for seamlessly blending technology with art, I thrive in exploring the boundless possibilities of the visual AI landscape. Crafting compelling AI-generated artworks, I actively shape the evolving intersection of creativity and technology. As a global citizen driven by a profound love for arts, culture, knowledge, and technology, I find joy in collaborating with diverse teams. Guided by my core values, intuition, and commitment to excellence, I'm not just partaking in projects; I'm championing my dreams.

### PHONE

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### EMAIL

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### WEB

www.ninasabinacaballero.com

## WORK EXPERIENCE

### Director of Communications | AICC :: Artificial Intelligence Creative Community

As the Director of Communications at AICC, I lead global campaigns and social media activations, cultivating collaborations and partnerships. My responsibilities include showcasing featured artists and articles, contributing to communication development, and driving initiatives to advance AICC's development goals. Through strategic planning and execution, I significantly elevate the organization's profile and promote its global mission.

**Main achievements** - Pioneered global collaborations and campaigns with organizations such as WWF and Rising United.

### AI Consultant | Luxid Group

As an AI Consultant, I drove innovation and collaboration, leading the promotion of AI tools across Luxid's teams in Finland and the UK. I crafted and implemented training programs, empowering creative and commercial teams in both regions. As the information bridge, I kept management updated on AI trends, shaping Luxid's evolving strategy. I also provided hands-on support, ensuring seamless integration of AI tools into daily operations. As a transformative enabler, I connected teams and propelled Luxid towards the future.

**Main achievements** - Pioneered successful AI Implementation for Luxid Group organization.

### Digital Creative | Luxid Group, Helsinki

As a Digital Creative at Luxid Group, I specialized in crafting visually appealing and engaging digital content. Collaborating with digital marketing leads, I optimized qualified targets for campaigns using tools like Midjourney, Adobe Creative Cloud, and HubSpot. My responsibilities included producing digital creative for various elements such as emails, homepages, and landing pages.

**Main achievements** - Crafted comprehensive AI guidebooks, empowering professionals in AI tool usage.

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## CORE COMPETENCIES

### GENERATIVE AI

- Commercial campaigns
- Consulting
- Creative design | Concepts
- Synthography | Visualization
- Social Media Marketing

### CREATIVE

- Commercial campaigns
- Concepts, pitches
- Creative | Digital Design

### FINE ARTS

- Fine Arts
- Photography

## REFERENCES

### Tito Melega

Chief Creative Officer (CCO) HUSTLE

### Seth Pyrzynski

Gaming & Experiential Marketing

Executive

### **Creative Copywriter | Naava, Helsinki**

As the driving force behind Naava's new brand identity, I specialize in creative copywriting and strategic planning for internal and external brand communication. As a core member of the global marketing team, I collaborate closely with frontline business and international sales development to make a significant impact on the universe.

**Main achievements** - Designed the transformative Naava brand identity, shaped the tone of voice, and crafted core messages resonating with the brand's essence.

### **Creative Trainee | Hasan & Partners, Helsinki**

As a Creative Trainee, I contribute actively to developing and executing advertising campaigns, creating briefs, researching diverse topics, and crafting creative presentations, mood boards, and pitches. Collaborating closely with the Art Director and the Creative team, I provide valuable support to achieve project goals.

**Main achievements** - Project Manager for the successful Berner XZ campaign and photo shooting. Played a pivotal role in developing creative campaigns for Lambi in 2022.

### **Marimekko Career Highlights | 1998-2020**

During my extensive Marimekko career roles:

**Key Account Coordinator**, Asia Pacific and Australia (2016-2020, 2010-2016): Executed brand, sales, and corporate strategies, expanding into new markets and revitalizing the brand in Australia and North America.

**Area Coordinator**, North America and Denmark (2004-2009): Played a crucial part in building the Marimekko brand in North America, ensuring functional distribution.

**Sales Coordinator**, North America and Australia (2000-2004): Established a robust Marimekko brand distribution network, contributing to overall brand growth and success

Full career history and studies on [LinkedIn](#) profile

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## SYSTEMS

### Generative AI

Adobe Firefly, Midjourney, ChatGPT, Bard, Bing, Dall-E, D-ID, Eleven Labs, Musavir, Runway ML,

### Design | Content

Adobe Creative Cloud, Canva, Figma, Grammarly, Meta, Miro, HubSpot, Vimeo

## LANGUAGES

Finnish Native

English Professional proficiency

Spanish Limited proficiency

## COURSES

2023

Online visibility for artists, The University of Arts Helsinki  
Generative AI

2022

Midjourney  
Entrepreneurship, Eezy Plc | Y4  
The Brand Gram, Gravitational Brand

2019

Life book Masterclass, Mindvalley

2015-2016

Art of Selling, Trainer's House

2013 - 2014

Consultative Sales, Trainer's House

## EDUCATION

### The University of Arts Helsinki 2023

- Cultural Leadership
- Intercultural Communication and Cultural Cooperation
- Marketing and branding in creative fields
- Popular culture and arts (MBA)
- Strategic management in arts (MBA)
- Introduction to socially engaged arts (SEA) practice

### The University of Arts Helsinki 2022

- Introduction to Curating
- Art and Cultural Entrepreneurship
- Communication and the effectiveness of art in society
- Introduction to socially engaged arts (SEA) practice

### The Arcada University of Applied Sciences 2021

- Digital Design - Graphic, Media, and Web Design

### Adobe Marketing Talent | Corellia, 2021

- Adobe Creative Cloud programs
- Digital marketing and communications, Search engine visibility, Content and Context Marketing

### The University of Arts Helsinki 2020-2021

- Business Management in Creative Fields
- The holistic well-being, and creativity of the artist
- The Artist's online presence

### Helsinki Design School 2020

- Professional Photography
- The basics of Adobe Creative Cloud programs

### Alfa Art | Professional Artist 2013-2017 |



## CONTACT

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