

SUMMARY

- 15+ years working within Global, US and European markets.
- Extensive experience building and managing teams as well as being hands-on as AD or CW.
- Long history working for tech brands at agencies, production companies and client side.
 - Brand platforms and engaging content for TV, social and other mediums.
- Fresh and contagious work that created over a hundred million spontaneous views.

BRANDS

Apple | Google | Facebook | Instagram | YouTube | Netflix | Hulu |
Samsung | Android | Foursquare | Verizon | Nike | Adidas | K-Swiss | Sperry
Coca-Cola | Fanta | Red Bull | Bud Zero | Corona | Grey Goose | Ciroc | Wyborowa
Mini Cooper | BMW | Ford | Alfa Romeo | Dove | Old Spice | Casper | Playstation
EA Sports | Harman Kardon | Electrolux | Nokia | 3 Network | Lenovo | Imax ...

PLACES

72andSunny | Wieden + Kennedy | TBWA/MAL | Google Creative Lab | VICE
Facebook | B-Reel | RGA | @Radical Media | Mccann NY | Ogilvy | Deutsch
VMLY&R | Hudson Rouge | Sid Lee | Pereira O'dell | Huge | Doner | AKQA
Dentsu | Fake Love | Co-collective | WCRS London | Rise | Studio 132 ...

EXPERIENCE

INDEPENDENT CONTRACTOR | CREATIVE DIRECTOR

New York, 2014 - Present

Contributed in different capacities as Creative Director on a project basis between NY and CA. Managed, mentored and hired teams and production, as well as worked hands-on as a CW or AD. Took part in various pitches and global brand launches envisioning their positioning and activations. Worked on specific assignments creating disruptive TV, integrated campaigns and engaging content to propagate online. Projects include:

TBWA/MAL (Apple), Facebook (Facebook), 72andSunny LA (Google Search), Ogilvy (Instagram), RGA (Samsung), Mccann NY (Verizon), Mesa (Netflix), Co:Collective (YouTube), Fake Love (Foursquare and Google Assistant), Huge (Casper and Android), VMLY&R (Electrolux and Google Pixel), Rise NY (Hulu), Deutsch (Bud Zero), Studio 132 (AB-Inbev), Hudson Rouge (Ciroc), Señores (Red Bull and Green Peace), Doner (Harman Kardon, Alpha Romeo), Pereira & O'Dell (Realtor.com) and many others.

B-REEL | CREATIVE DIRECTOR

New York, 2013 - 2014

Oversaw various projects for Google Maps, Search and other Google brands. Also pitched for other direct clients and won a pitch for National Geographic. Together with the EP and MD, built, managed the team and helped reach the office goals.

GOOGLE CREATIVE LAB | INDEPENDENT CONTRACTOR

New York, 2012

Launched Google Maps as a brand with the campaign "Hello World." Also worked on repositioning Google Chrome and pitched several "Chrome Experiments."

INDEPENDENT CONTRACTOR | CREATIVE DIRECTOR

New York, 2011 - 2012

Went independent to launch my own social network start-up called Moodpin. While doing that, contracted for places such as 72andSunny LA (Google Chrome), Sid Lee NY (Adidas Football), Dentsu (Canon) and pitched a new positioning and content for Major League Soccer.

@RADICAL MEDIA | SENIOR CREATIVE

New York, 2010 - 2011

Visions and treatments for Radical's self-initiated projects. Integrated ideas for Global brands such as Grey Goose, Kiehl's and Ocean Health Index. Helped CCO manage the team and presented work to clients. Also was lead art-director on the Gagosian Gallery's Ipad APP and concepts for digital projects like John Lennon NYC, Shakira's Music Video Rabiosa among others.

VICE | CREATIVE DIRECTOR

New York, 2009 - 2010

Pitched and won the global business of Palladium Boots (K-Swiss) and Wyborowa (Pernod Ricard). Worked between the London and New York office managing teams and production. Highlights were repositioning Wyborowa as "Real Wodka" and launching the content centered campaign "From Poland with Love." Also launched Palladium globally as the Urban Explorer's brand and created the successful ongoing show/campaign Uneven Terrain. Also contributed to the magazine's editorial in specific issues.

VICE TV | DIRECTOR/PRODUCER

New York, 2009 - 2010

Directed and produced content pieces for the launch of VICE Brazil and the Uneven Terrain show. Shows included VICE Meets, The VICE Guide to Sex and Motherboard. Also was part of the magazine's editorial meetings.

WIEDEN + KENNEDY | SENIOR CREATIVE

Amsterdam, NL | 2007 - 2009

Worked on global integrated campaigns for Nike, Coca-Cola, EA Sports and Wyborowa. Main highlights were the production of FIFA Street 3, a viral piece seen by over 20 million people and Wodka Wars, a feature documentary produced with VICE TV and the Palme d'Or winning production team of Fahrenheit 9/11.

WIEDEN + KENNEDY | SENIOR CREATIVE

London, UK | 2008

Went to London as part of the international team pitching for Nokia's Global Music account. We won the pitch and fled back to Amsterdam.

OGILVY | SENIOR CREATIVE

London, UK | 2006 - 2007

Worked on integrated campaigns for European accounts as Dove, Ford and Hellmann's. Was offered financial and production support to build the a slot cars online platform. Partnered with the International team in Chicago to pitch for the Global Motorola account.

WCRS/MEME | CREATIVE

London, UK | 2004 - 2006

Worked on digital and integrated campaigns for UK accounts such as Playstation, MINI Cooper, 118118, BMW, 3 mobile and Lenovo. Came up with pre-youtube viral films.

EDUCATION

CENTRAL SAINT MARTINS, UAL | B.A. (HONS) GRAPHIC DESIGN

London, UK | 2000-2003

Concept, Film and Video, and Typography.

CAMBERWELL COLLEGE OF ARTS, UAL | FOUNDATION IN ARTS

London, UK | 1999-2000

A bit of everything.

UNIVERSITÄT DER KÜNSTE (HDK) | EXCHANGE STUDENT

Berlin, Germany | 1998 -1999

Exchange student at the art school in Berlin. Mainly did Photography.

PONTIFICIA UNIVERSIDADE CATÓLICA | B.A. COMMUNICATION

São Paulo, Brazil | 1995 - 1998

Mostly an academic course. Covered all human sciences and some practical disciplines of social communication. The main focus in my studies was advertising and semiotics.

OTHER

ADDITIONAL EDUCATION

New York University/ SCPS | Screenwriting (New York/ 2009)

DA&AD | Advertising Workshops (London, UK/ 9 weeks, 2004)

Université de Nice | Exchange Student (Nice, France /6 months, 1997)

MENTOR/ TEACHER

Miami Ad School Amsterdam (2008) and Miami Ad School São Paulo (2014)

AWARDS AND RECOGNITIONS

Cannes Lions, The One Show, Clio, Epica Awards, D&AD Awards, Webby Awards ...

JURY

Judged One Show's film festival One Screen in 2017, 2018 and 2019. Judged New York Festival's Bowery Awards in 2020.

FEATURED PUBLICATIONS

Creative Review, Contagious, Creativity, Shots, Campaign, Brand Republic, FWA, Ad-verblog, GoViral Top list, Motionographer, ViralAvatar, The Guardian, CNN, Coloribus, Boards, Adweek, One Club Magazine, Best ads on TV, Viral , Blog, Karmalooptv, Vanksen.com, The reel, Shoot on line ...