

SUMMARY

- 2x Grand Prix Winner at Cannes Lions 2023
- 18+ years working in 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 | Microsoft | Instagram | YouTube | Netflix | Hulu | Facebook
Samsung | Android | Dell | 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 | BBH | Airbnb | B-Reel | RGA | @Radical Media | Mccann NY | Ogilvy |
Netflix | VMLY&R | Hudson Rouge | Sid Lee | Pereira O'dell | Hufe | Doner | Deutsch
AKQA | Fake Love | Co-collective | WCRS London | Rise NY | Studio 132 ...

EXPERIENCE

INDEPENDENT CONTRACTOR | GROUP CREATIVE DIRECTOR/ CREATIVE DIRECTOR

New York, 2014 - Present

Contributed in different capacities as both Creative Director and Group Creative Director on various projects between NY and CA. Managed, mentored, and hired teams of various sizes, and oversaw production. In some cases also provided hands-on support (as a CW or AD) when needed.

Led and participated in numerous successful pitches and global brand launches, envisioning positionings and activations. I also created disruptive TV, integrated campaigns, and engaging online content to propel several platforms to success. Some of the latest projects include:

VMLY&R NY - Dell - Group Creative Director - Aug-Dec/2022

Covered as Group Creative Director for maternity leave at Dell Consumer. Oversaw various creative teams working on a number of projects (idealization and production) across TV, Content and Social for the "Expand your Youniverse" campaign.

Mccann NY - Microsoft - Group Creative Director - Jan-Aug/2022

Oversaw the launch of Unlocked, a content platform that consolidated Microsoft's "for good" initiatives. Managed a large team of creatives, designers, producers, an editorial team and various vendors while managing clients' expectations. I was in the process from the start to launch. The highlights stories (and independent projects) were "ADLaM: An Alphabet to preserve a culture" and "Anthem for All", "The Alphabet ..." and "Anthem for All: A hands-free music anthem for the Invictus Games".

BBH NY - Samsung - Sept-Jan/2022

Global Launch of the Galaxy S8 Ultra Tabt, the most powerful tablet Samsung ever made by that time. Global TV campaign and product introduction "Keynote" for the Unpacked event. Worked on the process from beginning to end. And oversaw the heavy postproduction to make the product look impeccable. A response to the films or not, the product sold out days after the launch.

Airbnb - Jun-Sept/2021

Helped the team with the repositioning of the Hosting side of the business. Pitched platforms and executions that got people to host with Airbnb - a vital part of its business.

72andsunny LA - Adobe - Mar-Jun/2021

Global TV and online campaign for Adobe Premiere.

Netflix - Feb/2021

Contributed with TV scripts to test on the global market.

Mccann NY - Mastercard - Jan-Mar/2021

Helped the team during the production of the small black business campaign with Jennifer Hudson.

Some other projects before then:

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 (HEAD OF CREATIVE)

New York, 2013 - 2014

Led the creative department of the New York office. Together with the MD, I built and managed the team and helped reach the NY office goals. Oversaw various projects for Google Maps, Google Search and other Google brands. Also pitched for other clients and won a major pitch for National Geographic.

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 ideas for different "Chrome Experiments." Managed outside vendors and production while working closely with the MD and CCO.

INDEPENDENT CONTRACTOR | CREATIVE DIRECTOR

New York, 2011 - 2012

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

@RADICAL MEDIA | CREATIVE ART DIRECTOR

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, The Digital Aquarium and Shakira's Music Video Rabiosa, among others.

VICE | CREATIVE DIRECTOR

New York, 2009 - 2010

Worked under the global CCO between the London and New York offices, hired, managed teams and production. Split my time working between unbranded content and branded content. Led pitches that won the global business of Palladium Boots (K-Swiss) and Wyborowa (Pernod Ricard).

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.

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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.

PUC-SP | B.A. COMMUNICATION (UNFINISHED)

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. I paused in the middle of the 4th year.

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 ...

(Full list can be found at meetchristiano.com)

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, Adverblog, 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 ...