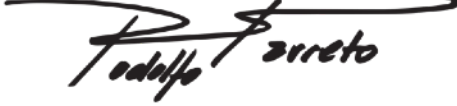


RODOLFO BARRETO  
CONCEPT, CREATIVITY, TECHNOLOGY



# Hi, I'm Rodolfo

A creative and multidisciplinary leader who is celebrating 25 years of career with brand positioning and transformation.

BRAZILIAN, 43 | LIVING IN BRAZIL, INTERNATIONAL MOBILITY | +55 11 992748232

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It's a good thing when you create an ad, but it's better when you think about the whole campaign. It's incredible when we could see our campaign on the streets, but it's better when it transforms itself into a project. It's unbelievable when a project comes to life, but it's better when it turns into a movement.



# Concept, Creativity & Technology

25 years of experience in creative departments of large agencies, leading international global brands. I am known for being a multidisciplinary professional, working on a variety of business models during my career: offline, branding, digital, brand experience & activation.

I'm passionate about challenges and skilled at setting up creative teams for business formation and expansion in a short period of time. When I think of a team, I strongly believe in diversity: people from different cultures, different genres and skills form the best equation for the best ideas. I enjoy working hands-on with all departments and I have extensive experience in creating concepts that last a lifetime. This, coupled with a wealth of experience in storytelling, makes me a highly competent structurer of ideas.

I'm an early adopter and opinion leader when it comes to innovation. I believe in technology as a religion and put my full energy into startups and ideas that change people's lives in a positive way. Many of my projects combine technology and creativity and I believe that this is the new way to communicate in the coming years.

As a screenwriter, I wrote 4 short films and I have 5 more projects under development including series, movies and a play. I have 9 awards. As a photographer, I am a collaborator of GettyImages Latam and Unsplash - with a milestone of 5 million views on my photos - and 9 times awarded in the FWA. As an author, I wrote a book called "Traumas and other things that do not go out in the bath", by RSC Publisher.

Some clients:

Automotive // Mitsubishi Motors, Peugeot, Citroën

Tech Companies // Samsung, Sony

Telecom // Claro, Telefonica, NET

Foods&Drinks // Pepsico, Hershey's, Gruppo Campari, Parmalat, Diageo, Heineken, Burger King

Cosmetics // L'Oréal, Gillette, Jequití

CPG // Reckitt Benckiser, Unilever, Pão de Açúcar

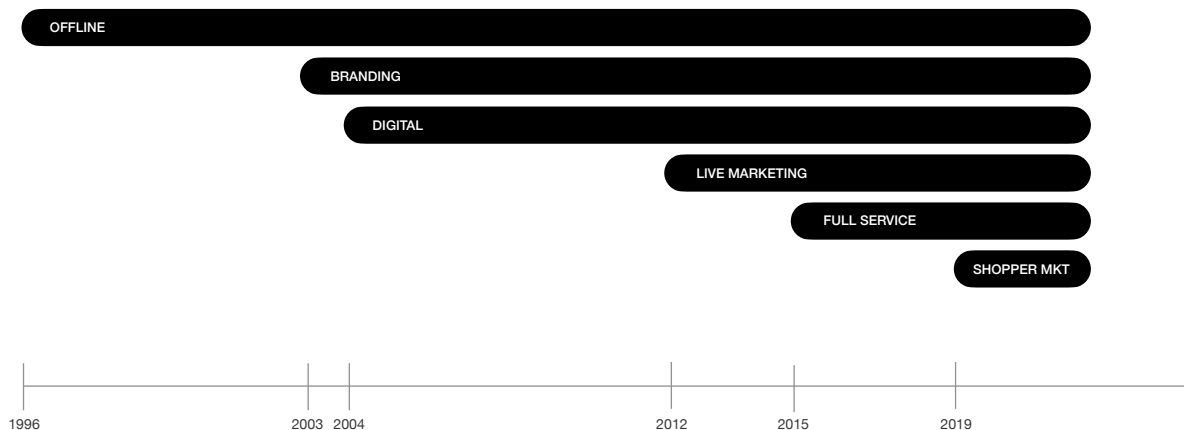
Health // Reckitt Benckiser, Smithkline Beecham, Libbs, Sanofi, Pfizer, Jhonson&Jhonson

Fashion // Hering, Arezzo

Financial Companies // Itaú, Bradesco, American Express



# WORK Experience



## SHOPPER MKT

2019-2020

CHIEF CREATIVE OFFICER  
TRACYLOCKE DDB (OMNICOM GROUP)

TracyLocke DDB is a brand new agency in Brazil and born with huge accounts as Heineken, Diageo, Burger King, Jhonson & Jhonson, Pfizer, Libbs, Sanofi, Claro, Etna, JHSF and Itaú. My role was to transform TracyLocke into a powerful creative house and we achieved more than 15 international awards, 01 Effie Brazil - Bronze, Ampro Globes Awards - Grand Prix, and Agency of the Year.

## FULL SERVICE

2015-2018

EXECUTIVE CREATIVE DIRECTOR  
BETC (HAVAS GROUP)

BETC had just opened a branch office in Brazil in 2015 and I was already a fan of the work they carried out in France. As Creative Director, my first job was the Peugeot pitch, and after that victory and a few others, I saw the agency grow from 25 to 105 people in 1 year. My team consisted of 30 creative staff and we worked for Peugeot, Parmalat, Hering and Pão de Açúcar. A year ago, BETC joined HAVAS, becoming a single agency. I was promoted to Executive Creative Director, leading a team of about 50 creative individuals and working, in addition to the previous accounts, for Citroën, Parmalat, Reckitt Benckiser, PepsiCo, among others.



## **LIVE MARKETING**

2012-2015  
CREATIVE DIRECTOR  
TUDO (OMNICOM GROUP)

In 2012, I was invited to work at Tudo, an Omnicom Group agency, as a Creative Director. After a few years working with digital, I became very interested in the "internet of things". This wasn't a "trend topic" in 2012, but I wanted to make creativity and technology one single thing. A great example of this was the "Heart Ball", made for Banco Itaú during the World Cup season.

## **ONLINE**

2004-2012  
CREATIVE DIRECTOR  
LOV (DENTSU GROUP)  
ONE DIGITAL (PUBLICIS GROUP)  
FBIZ (WPP GROUP)

In 2004, Brazil was starting its digital movement with the launch of Google in the USA. I realized that this movement would change communication forever and for this reason I decided to move to São Paulo.

Lov (Dentsu Group) was my first entirely online agency. In addition, it was also the first time I held a leadership position of a creative team. I worked for Mitsubishi Motors, TAM Airlines, Sony Electronics and NET (the biggest Cable TV company in Brazil).

My second step was One Digital (Publicis Group). It was my first job as a Creative Director, leading a team of 20 creative individuals and working for Samsung, American Express and Bradesco (one of the most powerful Financial institutions in Brazil).

In 2008, I was invited by Fbiz and that was a great challenge. They were known for being a digital production company and our job was to convert it into an advertising agency. My first job was a pitch for Itaú (a large bank in Brazil) and the accounts of more than 15 Unilever products (Omo, Close-up, Hellman's, etc), the whole Gruppo Campari (Campari, Aperol, SKYY Vodka, etc) and Pepsico. In just 2 years, the agency was bought by the WPP group, becoming one of the largest online agencies in the country.

## **BRANDING**

2003-2004  
HEAD OF COPY  
GAD DESIGN

In 2003, I left Script Communication and the "offline world" to dedicate my time to the launch of Claro, one of the main telecommunication companies in Brazil. At GAD Design, my responsibility was to coordinate the naming studies and the brand's entire communication language with the market and consumer.



## OFFLINE

1996-2003  
COPYWRITER  
MCCANN ERICKSON  
Z+G GREY  
SCRIPT COMMUNICATION

I started my career in 1996 as a Copywriter at McCann Erickson Rio, working for accounts such as L'Oréal, Esso (Exxon), Gillette and MEC (Brazil Ministry of Education). I was then invited to join the team at Z+G Grey, where I worked with Smithkline Beecham, Levi's, Furnas and CSN. After a few awards, I became part of the creative group at Script Communication, creating for Repsol, Iguatemi Shopping, Lance Daily Sports, among others.

# SKILLS & Competencies

## PHOTOGRAPHY

As a photographer, I WAS part of the group of collaborators of Getty Images Latam. I was one of the 28 selected for the exhibition "Present your Brazil" in Mube Museum and 9 times highlighted as "Photo of the Day" in FWAPHOTO.

## LITERATURE

As a writer, I published a book called "Traumas and other things that do not go in the bath" by RCS Publisher.

## CINEMA

As a screenwriter, I wrote the short "Équilibre", "Control Pê", "Last one flight" (winner of the International Festival of Ceará in 2013 for best screenplay) and "Satúrnica" (winner of the Best Film in Calcutta - India, Best Foreign Film in New Delhi - India, Best Foreign Film in São Luiz do Potosi - Mexico, Special Prize at San Sebastian - Mexico and Best Actress - Spain). My new movie is called "A piece of you".



# EDUCATION & Training

**INSTITUTION** ESPM - Rio  
**COURSE** Advertising & Marketing

**INSTITUTION** Robert McKee  
**COURSE** Screenwriting

**INSTITUTION** b\_arco  
**COURSE** Screenwriting

**LANGUAGE SPOKEN** Portuguese  
**OTHER LANGUAGE(S)** English

# INTERESTS & Hobbies



# RECENTS

# Awards & Honor

## CANNES **Bronze**

Pharma (PFIZER - Beautiful Dreamer) // **2020/21**

## CANNES **Bronze**

Health (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

## CANNES **Silver**

PR (Woman Interrupted App) // **2017**

## CANNES **Shortlist**

Pharma (PFIZER - Beautiful Dreamer) // **2020/21**

## CANNES **Shortlist**

Innovation (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

## CANNES **Shortlist**

Sustainable (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

## CANNES **Shortlist**

Health (DERMODEX - The UnPhotographed Album) // **2018**

## CANNES **Shortlist**

Health (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

## CANNES **Shortlist**

Glass (Woman Interrupted App) // **2017**

## CANNES **Shortlist**

Mobile (Woman Interrupted App) // **2017**

## CANNES **Shortlist**

Promo (Woman Interrupted App) // **2017**

## CANNES **Shortlist**

Radio (Woman Interrupted App) // **2017**

## ONU MUJERES **Finalist**

Woman interrupted // **2017**

## AD&D **Impact Finalist**

Woman Interrupted // **2018**

## THE GLOBAL AWARDS **Grand Prix**

Good Global Award (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**



**THE GLOBAL AWARDS Gold**

Out of Home (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**

**AD STARS Shortlist**

Design (DERMODEX - The UnPhotographed Album) // **2018**

**AD STARS Shortlist**

Media (DERMODEX - The UnPhotographed Album) // **2018**

**AD STARS Shortlist**

Print (DERMODEX - The UnPhotographed Album) // **2018**

**EFFIE AWARDS Winner**

Burger King // **2020**

**EFFIE AWARDS Winner**

Jequiti Beauty // **2018**

**THE NEW YORK FESTIVALS First Prize**

Outdoor Best of Use (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**

**THE NEW YORK FESTIVALS Second Prize**

Positive World Impact / Public Service (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**

**THE NEW YORK FESTIVALS Third Prize**

Avant-Garde Innovative (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**

**THE NEW YORK FESTIVALS Finalist**

Digital / Interactive Public Service Announcements & Communications (Woman Interrupted App) // **2018**

**THE ONE SHOW AWARDS Merit**

Innovation Health & Wellness (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**

**THE ONE SHOW AWARDS Merit**

OOH Health & Wellness (HABITAT FOR HUMANITY - The Dissolving Poster) // **2019**

**EL OJO Gold**

Media Strategy (BURGER KING - Diamond Whopper) // **2020**

**EL OJO Silver**

Promotional Marketing (BURGER KING - Diamond Whopper) // **2020**

**EL OJO Gold**

+Women Creator (LIBBS - Voices of Silence) // **2020**

**EL OJO Bronze**

Influencers & Co-creation (LIBBS - Voices of Silence) // **2020**

**EL OJO Silver**

OOH Innovation (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

**EL OJO Silver**

Environment & Sustainability (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

**EPICA AWARDS Gold**

Public Interest - Health & Safety (HABITAT FOR HUMANITY - The Dissolving Poster) // **2018**

**AD STARS Shortlist**

Film (DERMODEX - The UnPhotographed Album) // **2018**





**AD STARS Shortlist**

Design (DERMODEX - The UnPhotographed Album) // **2018**

**AD STARS Shortlist**

Media (DERMODEX - The UnPhotographed Album) // **2018**

**AD STARS Shortlist**

Print (DERMODEX - The UnPhotographed Album) // **2018**

**BRAZIL CREATIVE CLUB (CCSP) Shortlist**

Design (RECKITT BENCKISER - No Stain Sauces) // **2018**

**BRAZIL CREATIVE CLUB (CCSP) Shortlist**

Direct (JONTEX - Edible Candy Wrapper) // **2018**

**BRAZIL CREATIVE CLUB (CCSP) Silver**

Direct (DERMODEX - The UnPhotographed Album) // **2018**

**BRAZIL CREATIVE CLUB (CCSP) In-Book**

Branded Content (DERMODEX - The UnPhotographed Album) // **2018**

**BRAZIL CREATIVE CLUB (CCSP) Shortlist**

Branded Content (DERMODEX - The UnPhotographed Album) // **2018**

**NEW YORK FESTIVALS GLOBAL AWARDS Grand Jury 2018**

**LÜRZER'S ARCHIVE Book 3**

Woman Interrupted App // 2017

**TEDx São Paulo Brazil Invited**

For the Right of the Full Speak

Woman Interrupted App // 2017

**/// AS A SPEAKER:**

**GLOBAL CUSTOMER ENGAGEMENT**

**FORUM & AWARDS 2020 Speaker**

COVID-19 & AFTER

**CANNES WINNERS 2018 Speaker**

ONLINE, ONLIVE, ONLIFE.

**CANNES WINNERS 2017 Speaker**

THE POWER OF "NO".



**///AS A SCREENWRITER:**

CEARÁ IBERO AMERICAN FILME FESTIVAL, BRAZIL

**Best Original Script**

Last one flight // 2013

KOLKATA INTERNATIONAL FILM FESTIVAL, INDIA

**Best Film**

Satúrnica // 2014

SAN SEBASTIAN FILM FESTIVAL, MEXICO

**Great Award**

Satúrnica // 2014

SAN LUIS POTOSI INTERNATIONAL FILM FESTIVAL, MEXICO **Best**

**International Film**

Satúrnica // 2014

Delhi International Film Festival, INDIA

**Honor Film Award**

Satúrnica // 2013

LOS ANGELES CINEFEST, USA

**Official Selection**

A piece of you // 2015

NEW YORK FILM WEEK, USA

**Official Selection**

A piece of you // 2015

MOVE ME SHORTFILM FESTIVAL, BELGIUM

**Official Selection**

A piece of you // 2015

**/// AS A PHOTOGRAPHER:**

GETTYIMAGES LATAM **Collaborator**

UNSPLASH **Collaborator**

5 Million Views Club

MUBE MUSEUM **Introduce your Brazil**

One of the 28 selected photographers

FWA **Photo of the day**

Canons & Canon // 2015

FWA **Photo of the day**

China Walkers // 2015

FWA **Photo of the day**

Dancing Butterfly // 2012

FWA **Photo of the day**

Hungry Capital // 2012



**FWA Photo of the day**  
Naked Death // 2012

**FWA Photo of the day**  
Sharpen Nightmares // 2010

**FWA Photo of the day**  
Mad Sexy Wishes // 2009

**FWA Photo of the day**  
Sea Ways // 2007

**FWA Photo of the day**  
A fish to my dragon // 2005

**/// AS A BOOK AUTHOR:**

TRAUMAS AND OTHER THINGS  
THAT DO NOT GO OUT IN THE BATH  
**RCS Publishing**

