

Carlos Lunetta **creative director**

25 years of experience in advertisement agencies
Seeking to lead, grow and do cool stuff.

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I've been part of the history of interactive media from the dial up internet to the latest tiktok challenge, and remain ready to all things the future brings us.

My career is based in two parallel backgrounds: tech and video.

The first is about putting technology at the service of good ideas; my MFA work is on the topic of creative coding, exploring intersections of technology and creativity - and that has been the case on all the advertising work I've done so far. The second comes from the love of filmmaking and the practice of creating tv and digital campaigns from the script to the final cut.

I follow a strategy-based creative style – where ideas have a reason, a meaning and achieve results.

As a team lead, I nurture healthy interactions among people - even in hectic environments – and shelter the birth and growth of good ideas in the whole team.

I do enjoy the thrill of business pitches and big presentations, especially when there's good stuff in the keynote and there's a mission to sell it.

work experience

OLIVER Agency for Microsoft Latam - São Paulo

Creative Director 2018 – Present

Creative director leading a team of 25 people in 3 countries (Brazil, Argentina, USA), responsible for the whole scope of creative needs for Microsoft Latam – the social footprint, video production, digital events, ad campaigns and assorted digital services with more than 4.000 service deliverables per fiscal year in all areas.

- Responsible for planning, hiring and managing of the whole creative team with in the three Latam offices
- Planned and built 2 filming studios for social and campaign content
- Created and established all internal creative processes and workflow
 - from stakeholder requests to media deliverables
- Doubled the operation in two years with the implementation of digital events in the service scope.
- Responsible for more than 100 campaigns per fiscal year, with US\$ 1.3M of media investment
- Responsible for the production of more than 100 success business cases/year
- Responsible for the deliverables for almost 30 social channels distributed in Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok.
- Created Microsoft Latam Podcasts, an initiative with ever growing audience
- Elaborate pitches and all main campaign presentations for C-level stakeholders

Act as a creative tech consultant and creative director in pitches and special projects at OLIVER Global

- Lead and won Reckitt account creative pitch
- Created workshops about creative uses of new technologies like AI and Blockchain for the creative team
- Helped to implement NFT usage for Unilever brands
- Consultant for digital events in assorted client operations in Latam

Reports to Luis Renato Constantino, Latam Chief Creative Officer (CCO)

SapientNitro (now Sapient AG2) - São Paulo

Associate Creative Director 2014 – 18

Lead a team of 11 talents working on social, digital, print and TV for the agency clients that included Abbott, AbbVie, Vale, Open English, Michelin, Locaweb, Samsung, Vivo, Toyota, Arno, Honda and Mondelez.

- Fully responsible for Michelin, Abbott, AbbVie, Vale, Open English, Bayer Agro, Monsanto and Vivo accounts.
- Conducted the winning pitches for AbbVie, Locaweb, Samsung, Open English, Samsung, Bayer Agro & Monsanto
- Developed the creative response for weekly Samsung pitch briefings
- Responsible for the repositioning of Open English brand with TV based campaigns, writing and overseeing the production of films.

Reported to Marcelo Tripoli, CCO (Nitro) and Marcelo Lobianco, CEO (AG2)

Taterka (now DPZ&T) - São Paulo

Interactive Creative Director 2013 – 14

- Responsible by the creation and production of digital and social activations for McDonald's and Dotz
- Led a team of 3 creatives and coordinated vendors and freelancers
- Created the biggest campaign to date for children's cancer awareness for the Ronald McDonald Institute

Reported to Dorian Taterka, partner

Beam Interactive (now Merge) - Boston, USA

Associate Creative Director 2006 – 13

Art Director 2004 – 06

Responsible by the digital channels for Puma, MINI, Saucony, Pabst Blue Ribbon, Bank of America, Athena Health, Amex, Lindblad and others

- Created all digital campaigns for Puma and its marketing sites for each product line during 9 years
- Helped the creation of the first online car configurator that featured interactive and modern graphic features at the MINI.com site, that earned large industry recognition and different awards
- Participating in the digital positioning of the PBR beer brand

Reported to Dave Batista, ECD/Partner

*1996-2003 work experiences available at my LinkedIn profile;
complete portfolio available upon request*

education

Master of Fine Arts - Interactive Design

2003 – 05

Massachusetts College of Art

Thesis document: [The Articulation of Visual Ideas through Algorithm](#)

Bachelor of Social Communication (Advertising)

1996 – 2000

Universidade de São Paulo

languages & skills

Native Portuguese

Fluent English

Basic Spanish

Knowledge of all major graphic, motion, video and 3D suites

Knowledge of major front end and creative coding techniques

Knowledge of film production from script to post; scene & actor direction

awards

Cannes Cyber Lions

Mini USA

Puma

FWA Site of the Day Virgin Mobile
Saucony
Pabst Blue Ribbon

One show Mini USA
Puma
MSNBC
Waterford

Webby Awards Mini USA