

Marcel Facetto

Creative Leader



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São Paulo, Brazil

Fuelled by an unwavering passion for creation and innovation, I am a seasoned professional with over 18 years of dedicated experience at the forefront of leading teams within the creative realm. My journey has been marked by a relentless pursuit of excellence, honing my craft in orchestrating visionary projects and galvanizing multidisciplinary talents towards unparalleled success.

Throughout my career, I've wielded my expertise to not only meet but surpass client expectations, crafting campaigns that resonate deeply and leave a lasting impact. My ethos revolves around generating tangible value, both for the organization and its clientele, by not only achieving objectives but by architecting transformative solutions that redefine industry standards.

At the helm of my leadership style lies collaboration – fostering an environment where innovation thrives and personal growth flourishes. I believe in empowering every team member, nurturing a culture where diverse perspectives converge to birth groundbreaking ideas.

Eager to embark on new horizons, I am poised to infuse fresh energy into a dynamic team, elevating the very essence of creativity and excellence. My mission is clear: to set new benchmarks, exceed expectations, and propel innovation across all endeavors. As I step into new leadership roles, my commitment remains unwavering – to steer the company towards continued growth and unparalleled success. Grounded in a relentless pursuit of knowledge, I am resolute in staying abreast of emerging trends and technologies, ensuring our creative endeavors remain at the vanguard of innovation.

In me, you'll find not just a leader, but a catalyst for transformation, ready to inspire, innovate, and propel your team towards unprecedented heights of achievement.

Work Experience

JeffreyGroup / Creative Supervisor

OCT 2019 - PRESENT | SÃO PAULO, BRAZIL

Currently, I performance the function of supervisor of the creation team, participating in the projects and campaigns dedicated to customers of the house, producing visual materials and strategies that leverage productivity, engagement and billing of companies, approval of team deliveries and the organization of the flow diary of tasks and projects. Our main clients are: Amazon, Airbus, Astrazeneca, Bayer, BMW, Disney, GE, Johnson & Johnson, Kaspersky, Mastercard, Salesforce, Tencent, TetraPak and TikTok.

Ogilvy & Mather / Art Director

SEP 2015 - OCT 2018 | SÃO PAULO, BRAZIL

I performed the role of art director in a creative hub for special project development, focusing on creativity, innovation and new products, with the objective of engaging and leveraging brands reputation results.

New Content / Art Editor

AUG 2013 - MAY 2015 | SÃO PAULO, BRAZIL

I exercised the function of art editor, in the creation, editing and design of product catalogs of the brand O Boticário, following the photographic productions and diagraming the digital and printed material, distributed monthly to all of Brazil.

Editora Abril / Magazine Creative

JAN 2012 - MAY 2013 | SÃO PAULO, BRAZIL

I was a Magazine Creative of the largest editorial company in Latin America, participating in the creation of Exame and Claudia magazines, as well as being part of the hub for the development of new digital solutions for the publisher's magazines.

Education

Universidade Anhembi Morumbi

/ Digital Design

2007 - 2012 | SÃO PAULO, BRAZIL

Universidad Europea de Madrid

/ Arte y Diseño

2009 - 2010 | MADRID, SPAIN

Language

Portuguese / Native

English / Advanced

Spanish / Basic to Intermediate

Skills

Visual: Strategy & Visual presentations, Interaction Design, Motion Graphics, Sketching, Video-editing, Photography, Social Media content, Key Visual concept & production, PR concept & production.

Collaboration: Self starter, detail oriented, flexible, communicative, curious, organized, committed, leader, proactive, corporate and personal social responsibility.