

Marcel Facetto

Creative Leader

Art Direction | Team and Project Management

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São Paulo, Brazil

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I am a passionate creative professional with over 16 years of experience in communication, art direction, and leading creative teams. I've worked strategically in advertising agencies, publishing houses, and PR agencies, developing a broad perspective on the entire creative process—from planning to execution.

I bring proven ability to turn challenges into innovative visual solutions, blending technical mastery, strategic vision, and aesthetic sensitivity.

Collaborative, communicative, and assertive in problem-solving, I have solid experience managing creative teams, planning campaigns, and optimizing workflows with a focus on performance and innovation.

With international education, a technical certificate in photography, and experience as an educator, I deliver organization, commitment, and a strong sense of social and professional responsibility.

I'm curious, detail-oriented, purpose-driven, and consistently proactive in all roles I take on. If you're looking for a leader who values creativity, innovation, and design excellence, I'm ready to contribute.

Open to new opportunities in creative environments where purpose and collaboration are at the forefront.

Professional Experience

JeffreyGroup | Creative Supervisor

October 2019 – April 2025 | São Paulo, Brazil

Led the creative team in campaigns for global clients such as Amazon, TikTok, Salesforce, and Disney. Managed the production of visual content aligned with brand and performance goals. Responsible for creative planning, reviewing, and approving deliverables, and ensuring alignment between account and strategy teams. Fostered a collaborative and innovative culture that directly contributed to increased engagement, brand reputation, and client results.

Ogilvy & Mather | Senior Designer

September 2015 – October 2018 | São Paulo, Brazil

Worked in a creative innovation hub dedicated to the development of high-impact campaigns and brand positioning projects. Led the creation and direction of visually compelling pieces with strong conceptual appeal, bridging design and reputation strategies.

New Content | Mid-Level Designer

August 2013 – May 2015 | São Paulo, Brazil

Responsible for the creation, editing, and final production of monthly catalogs for the brand O Boticário. Oversaw projects from concept to photoshoot and final delivery, ensuring visual consistency and communicative clarity.

Editora Abril | Magazine Designer

January 2012 – May 2013 | São Paulo, Brazil

Selected for the 2012 Abril Journalism Course, I joined the creative teams of EXAME, PME, and CLAUDIA magazines, contributing to layout design and editorial development. Participated in the digital innovation hub, contributing to cross-platform projects, and was awarded the 2013 Abril Journalism Prize for Best Digital Magazine.

Education

Graduated in Digital Design from Universidade Anhembi Morumbi, with an international extension at Universidad Europea de Madrid (UEM), Spain, through a merit-based scholarship. This international experience broadened my aesthetic and cultural perspective, connecting contemporary design with global practices.

In 2018, I specialized in photography with a focus on portraits and music, which led me to teaching, mentoring new talents passionate about image and composition. Currently, I am engaged in continuing education in project management, leadership, and artificial intelligence applied to design, seeking new ways to integrate innovation, automation, and creativity into team and process management.

Universidade Anhembi Morumbi Bachelor's Degree in Digital Design

2007 – 2012 | São Paulo, Brazil

Universidad Europea de Madrid Extension Program in Art and Design

2009 – 2010 | Madrid, Spain

Prime Light Photography & Portraits Specialization

2018 – 2019 | São Paulo, Brazil

Languages

Portuguese | Native

English | Advanced

Spanish | Intermediate