

Hi, I'm Rodolfo

Global Creative Leader
28 Years Leading Innovations based on
Concept, Creativity & Technology.

BRAZILIAN, 47 | LIVING IN LISBON, INTERNATIONAL MOBILITY | +351 932841982
WWW.RODOLFOBARRETTO.COM // RODOLFOBARRETO@ME.COM // LINKEDIN.COM/IN/RODOLFOBARRETO

Led the concept and creative development of the Woman Interrupted App. Spearheaded the first entirely online car sale for Mitsubishi Motors. Directed the debut of Sony's product platform in the country. Initiated the IoT project for capturing heartbeats for Itaú Bank during the World Cup. Engineered the first Facebook Anthology project in Brazil for Peugeot. Established the gaming platform for Claro Telecom. Launched the first coupon campaign within the mobile game FreeFire for Burger King. Pioneered the first AI-produced campaign in Brazil for Invillia.



Concept, Creativity & Technology

With 28 years of experience leading creative teams at global agencies such as DDB, Omnicom, Publicis, Interpublic, and Havas, Rodolfo Barretto is renowned as a multidisciplinary professional and a visionary problem solver. Throughout his career, he has successfully navigated various business models, including offline, branding, digital, brand experience & activation, and marketing. Rodolfo applies his expansive creative vision to address complex business and product challenges. He transcends the traditional role of a Creative Director by leveraging his broad perspective on the world to devise innovative solutions that drive business success.

Rodolfo's career is defined by his passion for challenges and his expertise in quickly assembling and leading teams for business formation and expansion. He strongly believes in the power of diversity, advocating for teams composed of individuals from different cultures, genders, and skill sets to generate the most innovative ideas. Rodolfo enjoys working hands-on with all departments and has extensive experience in developing enduring concepts. His proficiency in storytelling and structuring ideas further enhances his competence as a creative leader.

As an early adopter and opinion leader in innovation, Rodolfo regards technology as a vital force and dedicates his energy to startups and ideas that positively impact people's lives. His projects often merge technology and creativity, which he believes is the future of communication.

In addition to his work in advertising, Rodolfo is an accomplished screenwriter with four short films to his credit and five additional projects in development, including series, movies, and a play. His screenwriting efforts have earned him nine awards. As a photographer, he collaborates with Getty Images Latam and Unsplash+, achieving a milestone of almost 9 million views on his photos and receiving nine accolades from FWA. As an author, Rodolfo penned the book "Traumas and Other Things That Do Not Go in the Bath," published by RSC Publisher.

Some clients:

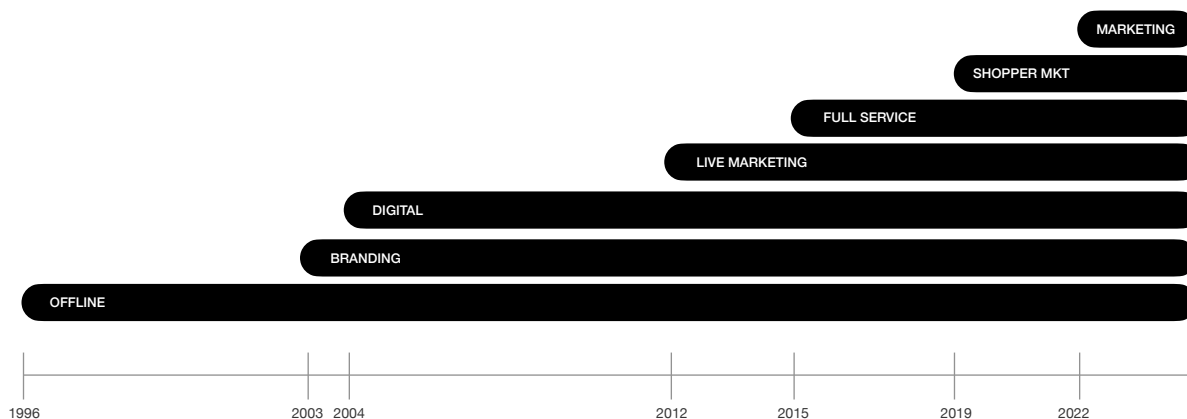
Automotive // Mitsubishi Motors, Peugeot, Citroën
Tech Companies // Samsung, Sony, SAS, Invillia
Telecom // Claro, Telefonica, NET
Foods&Drinks // Pepsico, Hershey's, Gruppo Campari, Parmalat, Diageo, Heineken, Burger King
Cosmetics // L'Oréal, Gillette, Jequití
CPG // Reckitt Benckiser, Unilever, Pão de Açúcar
Health // Reckitt Benckiser, SmithKline Beecham, Libbs, Sanofi, Pfizer, Jhonson&Jhonson
Fashion // Hering, Arezzo
Financial Companies // Itaú, Bradesco, American Express

Major Career Cases:

For an in-depth look at some of the most significant projects and achievements throughout Rodolfo Barretto's illustrious career, please visit:
www.rodolfobarretto.com



WORK Experience



CREATIVE HACK LEADER & FOUNDER

3RD PIGHOUSE, AN O'INC. COMPANY

PORTUGAL, LISBON – 2020-PRESENT

After experiencing and leading diverse business models within the communication market, Rodolfo Barretto developed a proprietary working methodology, anchored on the three pivotal pillars of his extensive career: concept, creativity, and technology. Under his visionary leadership, 3rd PigHouse swiftly evolved into a versatile, multi-model company, adept at transforming rapidly to meet the exacting demands of any challenge. This transformation was achieved through the strategic integration of top-tier talent and cutting-edge artificial intelligence across the entire creative process.

HEAD OF CREATIVE MARKETING

INVILLIA, A COMPASS.UOL COMPANY

PORTUGAL, LISBON – 2022-2024

Invillia stands as one of the foremost tech companies in Brazil, having partnered with major global innovators for over 20 years. In this capacity, Rodolfo Barretto spearheaded a comprehensive image overhaul, driving the communication strategy, transforming the brand identity, and orchestrating significant campaigns targeting two primary audiences: developers and tech leaders. Additionally, he played a crucial role in setting up the company's expansion into Europe. The impactful campaigns he created include: Hello Strangers, The Strange Developer's Symphony, Believe, Power Babies, Versus Presencial, Bored Devs NFTs, /Imagine, Banking, Insiders, Devs AI Pwd, Versus White Label, Nxt Gen Devs, AI / Ano Invillia, among others. Within these innovative projects, he integrated five AI platforms into the creative process, utilizing both renowned and emerging technologies. This strategic integration enabled Invillia to produce the first Brazilian campaign entirely composed of AI-generated images, setting a new benchmark in the industry.



CHIEF CREATIVE OFFICER

TRACYLOCKE, DDB GROUP

SÃO PAULO, BRAZIL – 2019-2020

TracyLocke DDB emerged as a new agency in Brazil, launched with prestigious accounts such as Heineken, Diageo, Burger King, Johnson & Johnson, Pfizer, Libbs, Sanofi, Claro, Etna, JHSF, and Itaú. Rodolfo Barretto's mandate was to transform TracyLocke into a formidable creative powerhouse. Under his creative direction, the agency garnered over 15 international awards, including Cannes Lions, Effie Awards, Ampro Globes Awards Grand Prix, and Agency of the Year. Among his notable achievements were the conceptualization of Claro Gaming and the pioneering implementation of the first in-game coupon action within Free Fire for Burger King.

EXECUTIVE CREATIVE DIRECTOR

BETC, HAVAS GROUP

SÃO PAULO, BRAZIL – 2015-2018

When Rodolfo Barretto commenced his tenure at BETC, the team comprised just 25 individuals facing a singular challenge: securing the Peugeot pitch. Eighteen months later, the team had expanded to 250 professionals, with 50 members under his creative leadership. The agency's primary clients included Peugeot, Citroën, Reckitt Benckiser, PepsiCo, Parmalat, Hering, and Pão de Açúcar, among others. Among his most significant projects, Rodolfo spearheaded the concept and creative development of the Woman Interrupted App and engineered Brazil's first Facebook Anthology project for Peugeot. His visionary leadership led to the agency winning over 30 international awards, including Cannes Lions, ONU Mujeres, Effie Awards, New York Festivals, Ad Star, PepsiCo Chairman Idea of the Year, and a Grand Prix at the Global Awards.

CREATIVE DIRECTOR

TUDO, OMNICOM GROUP

SÃO PAULO, BRAZIL – 2012-2015

In 2012, Rodolfo Barretto was invited to join Tudo, an Omnicom Group agency, as Creative Director. Having spent several years honing his expertise in digital, he aimed to transcend the digital realm and integrate creativity seamlessly with technology. Though the "Internet of Things" was not a widely recognized concept in 2012, Rodolfo's visionary goal was to fuse creativity and technology into a unified force. A prime example of this innovative approach was the World Cup campaign for Itaú Bank, Brazil's primary sponsor. Rodolfo led the creation of the "Heart Ball," an ingenious campaign that transformed the real-time heartbeats of Brazilians into a powerful motivational boost for the national football team.

CREATIVE DIRECTOR

FBIZ, WPP GROUP

SÃO PAULO, BRAZIL – 2010-2012

In 2008, Fbiz was recognized as an independent digital production company. At that time, Rodolfo Barretto was invited to join a distinguished group of leaders with the formidable challenge of transforming Fbiz into a powerhouse advertising agency. Within a mere two years, under his creative leadership, the agency began managing accounts for prominent clients such as Itaú Bank, 15 brands from Unilever, Gruppo Campari, and PepsiCo. This extraordinary growth drew the attention of major international conglomerates, culminating in Fbiz's acquisition by the WPP group and its evolution into one of the largest online agencies in the country.



CREATIVE DIRECTOR

ONE DIGITAL, PUBLICIS GROUP

SÃO PAULO, BRAZIL – 2008-2009

One Digital (Publicis Group) presented Rodolfo Barretto with his inaugural challenge as a Creative Director, igniting his profound ambition to transcend the confines of traditional digital advertising. Driven by a vision to expand digital's potential beyond mere banners and media, he pioneered the creation of innovative formats that seamlessly blended real and virtual experiences. This groundbreaking approach was exemplified in projects for high-profile clients such as Samsung, American Express, and Bradesco, one of Brazil's most powerful financial institutions.

ASSOCIATE CREATIVE DIRECTOR

LOV, DENTSU GROUP

SÃO PAULO, BRAZIL – 2004-2008

In 2004, as Brazil embarked on its digital journey with the launch of Google in the USA, Rodolfo Barretto recognized the profound impact this movement would have on the future of communication. Driven by this insight, he relocated to São Paulo, the economic capital of Brazil. Joining LOV (Dentsu Group), his first fully online agency, Rodolfo spearheaded landmark projects including Brazil's first entirely online car sale for Mitsubishi Motors and the debut of Sony's product platform in the country. In addition to these high-profile accounts, he also led all projects for TAM Airlines, Claro, and Accor Hotels, setting new standards for digital innovation.

HEAD OF COPY

GAD DESIGN, OMNICOM GROUP

SÃO PAULO, BRAZIL – 2003-2004

In 2003, Rodolfo Barretto was invited to play a pivotal role in the creation of a new mobile phone company in Latin America. This ambitious project entailed building everything from the ground up, including the name, brand, assets, visual language, tone of voice, color palettes, etc. Beyond merely establishing a brand identity, the objective was to activate the brand across 26 states simultaneously, encompassing both communication strategies and the construction of physical stores. Remarkably, this monumental task was accomplished within a record-breaking 10 months. One year later, Claro emerged as the largest telecommunications company in the country.

COPYWRITER

SCRIPT

RIO DE JANEIRO, BRAZIL – 1999-2003

Following his initial accolades as a creative, Rodolfo Barretto joined the esteemed creative team at Script Communication. There, he crafted compelling campaigns for high-profile clients such as Repsol, Iguatemi Shopping, and Lance Daily Sports. His exceptional work during this period earned him a prestigious shortlist nomination at the Cannes Lions Festival, further solidifying his reputation as a leading creative force.

COPYWRITER

Z+G GREY, WPP GROUP

RIO DE JANEIRO, BRAZIL – 1998-1999

Rodolfo Barretto was subsequently invited to join the distinguished team at Z+G Grey, where he collaborated with notable clients such as SmithKline Beecham, Levi's, Furnas, and CSN. His outstanding work for CSN earned him his first career accolades, securing a Gold medal at Colunistas Rio and another Gold at Colunistas Brasil, marking a significant milestone in his professional journey.



COPYWRITER

MCCANN ERICKSON, INTERPUBLIC GROUP

RIO DE JANEIRO, BRAZIL – 1996-1998

Rodolfo Barretto launched his career in 1996 as a Copywriter at McCann Erickson Rio, where he contributed his talents to prestigious accounts including L'Oréal, Esso (Exxon), Gillette, and the Brazilian Ministry of Education (MEC). His work with these prominent brands laid the foundation for his distinguished career in creative leadership.

SKILLS & Competencies

CONCEPTUAL CREATIVITY

Rodolfo Barretto demonstrates exceptional conceptual creativity, with a profound ability to comprehend complex business landscapes and translate them into powerful brand identities and concepts. His strategic vision enables him to tackle and clarify challenges previously deemed insurmountable. Rodolfo's unwavering commitment to his clients allows him to delve deep into the intricacies of their businesses, bringing essential insights to the forefront through effective communication strategies. His innovative approach not only aligns with the brand's core values but also ensures that each concept resonates profoundly with the target audience, setting new industry standards and achieving remarkable success.

MANAGING COMPLEX CREATIVE PROJECTS AND TEAMS

Rodolfo Barretto excels in managing creative projects and teams characterized by high levels of complexity. By seamlessly integrating technology and creativity, he leads multidisciplinary teams to deliver innovative and impactful solutions. His strategic oversight ensures that each project is executed with precision, leveraging cutting-edge technology to enhance creative outcomes. Rodolfo's leadership fosters a collaborative environment where diverse talents converge to tackle intricate challenges, driving projects to success and setting new benchmarks in the industry.

ARTIFICIAL INTELLIGENCE FOR MARKETING & COMMUNICATION

Rodolfo Barretto embarked on his journey into Artificial Intelligence applied to marketing and communication in 2021. As an early adopter of emerging technologies, he has consistently stayed at the forefront of innovation, mastering the leading platforms in the market, including image production, audio, video, editing, and avatars. He pioneered the first entirely AI-driven campaign in Brazil, demonstrating his groundbreaking approach that extends beyond traditional advertising to integrate Generative AI into artistic projects. Rodolfo's expertise spans across various cutting-edge technologies such as IoT, NFTs, and mobile applications, solidifying his reputation as a visionary leader in modern communication. His work sets new industry standards, showcasing the transformative power of technology in the marketing and communication landscape.



A VISION OF THE FUTURE

Rodolfo Barretto is the visionary behind the Futuropective platform, where he expands on his profound insights into human development through the lens of technology. As the author of this innovative platform, Rodolfo delves into the intersection of technological advancements and their impact on society, exploring how emerging technologies can shape a better future. His work on Futuropective exemplifies his commitment to forward-thinking and thought leadership, providing a comprehensive analysis of the potential trajectories of human progress in an increasingly digital world.

THE PHOTOGRAPHER'S EYE

As an accomplished photographer, Rodolfo Barretto is a collaborator with Getty Images Latam. He was one of the 28 photographers selected for the prestigious "Present your Brazil" exhibition at Mube Museum and has been featured nine times as "Photo of the Day" by FWAPHOTO.

THE DEPTH OF LITERARY SENSIBILITY

Rodolfo Barretto is the author of the book "Traumas and Other Things That Do Not Go in the Bath," published by RCS Publisher. His literary work showcases his profound ability to explore complex themes with nuance and depth.

THE POWER OF A MOVIE STORYTELLER

Rodolfo Barretto's screenwriting prowess is exemplified through his work on several acclaimed short films, including "Équilibre," "Control Pê," "Last One Flight" (recipient of the Best Screenplay award at the International Festival of Ceará, 2013), and "Satúrnica" (garnering multiple international accolades such as Best Film in Calcutta, Best Foreign Film in New Delhi and São Luiz do Potosi, Special Prize at San Sebastian, and Best Actress in Spain). His latest short film, "A Piece of You," has been selected for numerous festivals worldwide. Currently, Rodolfo is embarking on his first feature film, "Black Doesn't Wear White," which is based on a compelling true story.

EDUCATION & Training

ESPM - Rio
Bachelor in Advertising & Marketing
1996-1999

Story, Robert McKee
Screenwriting Course

b_arco
Screenwriting Course

Languages:
Portuguese (native)
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**

9 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

