RODOLFO BARRETTO

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CREATIVE & INNOVATION LEADER

Creative executive with 30 years of award-winning leadership in global advertising networks (DDB, Omnicom, Publicis, Interpublic, Havas). Expert in leading cross-functional teams at the intersection of Concept, Creativity, and Technology. Pioneer of groundbreaking projects including Brazil's first AI-generated campaign, the Woman Interrupted App, and the first online car sale campaign. Recognized with 50+ awards, including Cannes Lions, Effie, CLIO, FWA, and The One Show. Entrepreneurial mindset with a deep focus on storytelling, tech-forward strategy, and brand transformation at scale.

KEY CREATIVE PROJECTS

- 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 Brazil.
- 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.
- Full award archive available at www.rodolfobarretto.com

SKILLS

Creative Strategy & Storytelling
Leadership & Team Building
Artificial Intelligence & Technology Integrations
Brand Experience Design
Integrated Campaign Development
Photography, Writing & Filmmaking
Startup Coaching
Award-Winning Concept Development

EDUCATION & PROFESSIONAL DEVELOPMENT

ESPM - Bachelor's Degree in Communications & Advertising, Brazil

Screenwriting Courses:
Story - Robert McKee, b_arco

LANGUAGES

Fluent in Portuguese, English

RELEVANT AWARDS

Cannes Lions - 1 Silver, 2 Bronze, 9 Shortlists
Effie Awards - 2 Wins
The Global Awards - 1 Grand Prix, 1 Gold
ONU Mujeres Award Finalist
PepsiCo Chairman's Idea of the Year
The One Show - 2 Merits
CLIO Awards Winner
FWA, Favorite Website Awards 9×
D&AD Impact Finalist
El Ojo de Iberoamérica - 2 Gold, 3 Silver, 1 Bronze
Epica Awards - 1 Gold
Ad Stars - 7 Shortlists
Clube de Criação - 1 Silver, 4 Shortlists, 1 In-book
New York Festivals - 1 First, 1 Second, 1 Third Prize, 1 Finalist

THOUGHT LEADERSHIP & CREATIVE DEPTH

Conceptual Creativity: Adept at translating complex business challenges into powerful brand concepts. Recognized for crafting strategic narratives that clarify ambiguity and generate impact.

Creative Leadership: Proven ability to lead multidisciplinary teams through high-complexity projects, combining technology and storytelling to deliver standout solutions at scale.

Artificial Intelligence & Emerging Tech: Early adopter of AI for creativity. Pioneered Brazil's first fully AI-generated campaign. Hands-on with generative image, video, audio, avatar platforms, NFTs, IoT, and mobile apps.

Vision for the Future: Founder of Futurospective, a platform exploring the intersection of technology and human development.

Photography & Visual Culture: Contributor to Getty Images Latam; selected for "Present Your Brazil" at MUBE Museum; 9x "Photo of the Day" by FWA.

Literary Insight: Author of "Traumas and Other Things That Do Not Go in the Bath" (RCS Publisher), exploring complex human themes with nuance.

Screenwriting & Film: Screenwriter of award-winning short films including "Last One Flight" and "Satúrnica". Currently developing debut feature "Black Doesn't Wear White".

PROFESSIONAL EXPERIENCE

3RD PIGHOUSE, AN O'INC. COMPANY Lisbon, Portugal | 2020 – Present
Founder & Creative Hack Leader

Founded and scaled an innovation-focused creative lab, blending conceptual thinking, emerging tech, and cross-disciplinary talent.

Developed a proprietary methodology combining Concept, Creativity & Technology to deliver tailored brand solutions.

Led the agency's transformation into a multi-model studio applying AI in the full creative pipeline—from insights to assets.

Directed global brand initiatives for tech and telecom sectors, impacting customer engagement and product perception.

INVILLIA, A COMPASS.UOL COMPANY Lisbon, Portugal | 2022 – 2024
Head of Creative Marketing

Reporting to the CMO, Redefined Invillia's brand strategy, positioning the company for European expansion through a distinct creative vision.

Developed and launched award-nominated campaigns including: Hello Strangers, Believe, Bored Devs NFTs, AI / Ano Invillia.

Integrated 5+ AI platforms across the creative process, setting a precedent in Brazil with the first fully AI-generated campaign.

Collaborated with tech leadership and talent acquisition to strengthen employer brand and engage the developer community.

TRACYLOCKE DDB São Paulo, Brazil | 2019 – 2020
Chief Creative Officer

Reporting to the President, Established the creative department from the ground up, overseeing major accounts such as Heineken, Burger King, Diageo, and Itaú.

Led a team of 50+ creatives across disciplines, fostering award-winning culture and integrated ideation.

Led breakthrough work like the first in-game coupon experience in FreeFire + Burger King and Claro Gaming Platform creation and launch.

Contributed to 15+ international awards including Cannes Lions, Effie, Ampro Globes Grand Prix, and Agency of the Year recognitions.

BETC, HAVAS GROUP São Paulo, Brazil | 2015 – 2018
Executive Creative Director

Reporting to the President, Led the successful Peugeot pitch, contributing to the agency's growth from 25 to 250+ employees while managing 50+ creatives.

Conceived and launched the Woman Interrupted App (ONU Mulheres), awarded internationally for its social impact.

Delivered 30+ awards, including Cannes Lions, Effie, NY Festivals, Global Awards Grand Prix and PepsiCo Chairman's Idea of the Year.

FBIZ (WPP GROUP) São Paulo, Brazil | 2010 – 2012
Creative Director

Reporting to the President, Instrumental in evolving Fbiz from a production house into a top digital agency, leading to its acquisition by WPP.

Spearheaded integrated digital strategies for Itaú, Unilever, Campari Group, and Pepsico, Supported scaling across departments while leading a team of 30+ creatives.

Set creative vision across digital campaigns, helping secure and retain strategic multinational clients.

PREVIOUS PROFESSIONAL EXPERIENCE

Creative Director, TUDO (Omnicom Group), São Paulo
Creative Director, ONE Digital (Publicis Group), São Paulo
Associate Creative Director, LOV (Dentsu Group)
Head of Copy, GAD Design (Omnicom Group), Rio de Janeiro

More info and portfolio: www.rodolfobarretto.com