

EDUCATION

Feevale
Bachelor of Advertising | 2003

Miami Ad School
Art Director | 2004

RECOGNITION

Cannes Lions 2019 | Grand Prix | Media
Cannes Lions 2019 | Silver | Media
Cannes Lions 2019 | Silver | Outdoor
Cannes Lions 2019 | Bronze | eCommerce
Cannes Lions 2019 | Bronze | Mobile
Cannes Lions 2019 | Bronze | Outdoor
Cannes Lions 2019 | Shortlist | eCommerce
Cannes Lions 2019 | Shortlist | Mobile
Cannes Lions 2021 | Shortlist | Effectiveness
Cannes Lions 2021 | Shortlist | Creative Strategy

D&AD 2020 | Yellow Pencil | Experiential
D&AD 2020 | Graphite Pencil | Digital
D&AD 2020 | Graphite Pencil | Direct
D&AD 2020 | Wood Pencil | Digital
D&AD 2020 | Wood Pencil | Media

One Show 2020 | Gold Pencil | OOH
One Show 2020 | Gold Pencil | Experimental
One Show 2020 | Bronze | Direct
One Show 2020 | Merit | Mobile
One Show 2020 | Shortlist | Moving Image Craft

Andy Awards 2020 | Gold | Idea

Clio 2019 | Grand Clio | Out of Home
Clio 2019 | Bronze | Fashion & Beauty
Clio 2019 | Bronze | Digital/Mobile

LIA 2019 | Gold | Digital | Apparel
LIA 2019 | Bronze | Ambient | Apparel
LIA 2019 | Finalist | Integration | B2C

Clube de Criação 2019 | Gold | Out of Home

Effie 2019 | Gold | Brand Experience

WPPed Cream 2019 | Winner | Use of Mobile
WPPed Cream 2019 | Winner | Outdoor
WPPed Cream 2019 | Winner | Consumer Marketing

SOCIAL MEDIA

Instagram
@marcelo.pimente
@instagrafite

Linkedin
linkedin.com/in/marcelopimentel14

ABOUT ME

I was born in the South of Brazil and I've graduated in Advertising at Feevale. I had already the chance to live in Porto Alegre, Buenos Aires and currently living in Sao Paulo for 16 years now.

I had the opportunity to work for brands like Budweiser, Absolut, Nike, MTV, NetFLix, Warnet, Nestlé, Bis, Lacta, Red Bull, Ballantines, Riot, Twitter, Fanta, Coca Cola and many others.

I was one of the speakers at SXSW, Wynwood and many creative Festivals. Elected one of the 50 most innovative people of marketing and advertising in Brazil in 2016 by Proxima Magazine. Currently one of the curators of the world's largest urban art museum, Urban Nation in Berlin. Last but not least, I'm the founder of Instagrafite - one of the biggest street art media of the globe, curating exhibitions in Sao Paulo, Berlin, Moscow, Montreal, covering several public art festivals in more than 60 cities and 30 countries, plus creating and producing global art projects for international brands.

WORK EXPERIENCE

INSTAGRAFITE (Worldwide)
2011 to presente
Founder and Creative Directos

VMLY&R (Sao Paulo)
2022 to 2024
Head of Art

OGILVY (Sao Paulo)
2021 to 2022
Senior Art Director

W3HAUS106 (Sao Paulo)
2012 to 2018
Head of Art

REDE 106 (Sao Paulo)
2009 to 2012
Senior Art Director

ESCALA (Sao Paulo)
2009 to 2012
Head of Digital

NoBlink (Buenos Aires)
2007 to 2009
Head of Digital

ESCALA (Porto Alegre)
2002 to 2007
Head of Digital

STRONG SKILLS

Adobe Suite, Keynote, Art,
Art direction, Brand Design,
Social Media Strategy,
Visual Design, Typography,
Video, Curation, Street Art.

SOFT SKILLS

VR, Imteracion design,
Ai, photography, Photo retouch,
Cinema 4D.

WORKED WITH BRANDS LIKE:

Nike, Facebook, Absolut,
Jansport, HSBC, Itau, PUMA, Budweiser,
Beats, Red Bull, MTV, Petrobras,
Warner, Nestlé, Twitter, Coca Cola,
Fanta, Levi's, Bis, Lacta, Vale, Canon,
Coca, Netflix, Ben&Jerry's, Microsoft,
Nubank, Ambev and many others.