

## **Guto Chicaneli**

Creative Director / Senior Art Director

Currently residing in São Paulo and working as Creative Director at MeZA 1618.

### **Contact**

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Creative portfolio: [www.gutochicaneli.com](http://www.gutochicaneli.com)

### **Self-Introduction**

Born and raised in Brazil, I started my career at 22, working first in the bustling metropolis of Ribeirão Preto and then at São Paulo-based agencies. In these places, I had the pleasure to create for different industries and top-tier brands such as Ambev, Diageo, Netflix, OLX, Rappi, Ford Motors, Fiat, Danone, BRF Foods, Hering, Samsung, Whirlpool, Visa, WWF, and UNESCO.

Over the years, I was lucky enough to meet some brilliant people and learn from them. Patient enough to wait and fight for that idea. Hard working enough to understand that impeccable craft matters and quality always beats quantity. Passionate enough to also have fun in this incredible profession.

J'ai déjà left the tropical weather to work in Paris with an international team. Renowned french professionals and talented people around the world from Beirut, Stockholm, Berlin, Moscow, Abuja and Barcelona.

Nowadays, I am a creative leader with over 15 years' of experience in digital campaigns, visual communication, design, creative strategy, and development. At Meza 1618, as Creative Director, I oversee the creative department to foster high-caliber creativity for the team, all of the clients, and new business pitches.

When I'm not working, you can find me having a barbecue with my friends or enjoying time (at home & safe) with my wife and children, João João and baby Lina.

### **Professional Background**

- **Creative Director at MEZA 1618 • Jul '20 - Present / São Paulo, Brazil.**

Clients: BRF Foods, Teleperformance, Usend, Santander, and Johnson & Johnson.

Core Responsibilities:

- Commitment to creativity;
- Orchestrating and building a creative team with Diversity & Inclusion. Plus, different backgrounds and skills;
- Inspire award-winning work from both myself and others who work with me to drive breakthrough ideas;
- Work together with all departments to ensure deliverables on time and in-line with the client's expectations.

- **Senior Art Director at DM9 DDB + SUNSET DDB • Oct 17 - May 20' / São Paulo, Brazil.**

Clients: Rappi, OLX, Ambev, Samsung, Vigor, Perdigão (BRF Foods), and UNESCO.

- **Senior Art Director at BETC • Apr 15 - Oct 17' / São Paulo, Brazil.**

Clients: Hering (giant fashion retail), Hope, Curaprox, and GIV (ngo).

- **Interactive Art Director at Darewin • Apr 14' - Dec 14' / Paris, France.**

Clients: Netflix, MTV, and NT1.

• **Interactive Art Director at Proximity BBDO** • Nov 13' - Apr 14' / Paris, France.

Clients: Voyage SNCF, Mondelez, and Pampers.

• **Interactive Art Director at Leo Burnett** • May 12' - Nov 13' / São Paulo, Brazil.

Clients: Samsung, Fiat, Jeep, and Earth Hour (WWF).

• **Midlevel Art Director at Wunderman** • Jun 10' - May 12' / São Paulo, Brazil.

Clients: Danone, Diageo, Ford, and Microsoft.

• **Junior Art Director at DM9 DDB** • May 09' - Jun 10 / São Paulo, Brazil.

Clients: Whirlpool (Brastemp, Consul and KitchenAid), FedEx and Sadia.

• **Art Director Assistant at JWT** • Aug 07' - May 09 / São Paulo, Brazil.

Clients: Ford, Nestle, Cadbury Adams and Johnson & Johnson.

• **Art Director Assistant at AgênciaClick (ISOBAR)** • Jun 06' - Aug 07 / São Paulo, Brazil.

Clients: Fiat, Visa, Whirlpool, SKY, and Estadão Newspaper.

### **Awards and Recognitions**

Cannes Lions  
3 Shortlist

El Ojo Iberoamérica  
1 Bronze • 6 Shortlist

London International Awards  
1 Bronze

Creative Club of São Paulo  
1 Bronze • 1 In Book

Wave Festival  
1 Bronze • 4 Shortlist

ABP Festival  
3 Gold • 1 Silver

1 Facebook Studio - Spotlight  
1 Leo Burnett GPC - Seven Plus

2 SIGI (Wunderman's Award)

1 Webby Awards Nominated

### **Education**

Cours de Civilisation Française de la Sorbonne • Paris, France • S40 • Français Intensif, 2014.

International Academy of Cinema • São Paulo, Brazil • Film Art Direction, 2012.

Oswaldo Cruz University • Ribeirão Preto, Brazil • Bachelor, Advertising Communications • 2001, 2005.

### **Languages**

English - 3 Professional Working Proficiency.

French - 3 Professional Working Proficiency.

Italian - 2 Limited Working Proficiency.

Portuguese - 5 Native Proficiency.

### **Others**

Born in Piracicaba, SP, Brazil.

Living with a partner and two children, João & Lina, in São Paulo - Brazil.