

Guto Chicanelli • Creative Director

www.gutochicanelli.com

Core skills: Team Leadership · Creative Strategy · Integrated Campaigns · Design & Storytelling Excellence

Key Industries: Agribusiness · Health · Sustainable Energy (B2B) · Food & Beverage · Tech & Entertainment
Real Estate & Marketplace Apps · Fashion · Education

About me

Born in Brazil, I began my career in Ribeirão Preto before moving to São Paulo to work at some of the country's leading creative agencies, with a formative chapter in Paris where *la vie* (and the work) were *belle*.

Twenty years into my career, I've built experience across integrated campaigns, content, design, and end-to-end production — connecting strategy and execution. I operate at the intersection of digital, film, and storytelling, shaping ideas that move people and drive results.

This mindset has led me to work with agencies like DDB, BETC, BBDO Paris, and Leo Burnett, creating campaigns for brands such as Rappi, Danone, Perdigão, Ford, Fiat, Itaú, UNESCO, OLX, Sabin, and TikTok. Today, I lead a brilliant team, work across disciplines, and occasionally pull a rabbit — or two — out of the hat.

Outside of work, I'm most inspired by my family, whether on the water kayaking or around the grill, turning good moments into great ones.

Professional Background

• Creative Director, WMcCANN • Feb '26 - Present / São Paulo, Brazil.

Core responsibilities:

- Lead creative strategy and execution across key accounts;
- Build and mentor a diverse, high-performance team;
- Drive impactful work through craft excellence.

Clients: John Deere and new business.

• Creative Director, ADVENTURES / JONES • Jul '21 - Feb '26 / São Paulo, Brazil.

Clients: Sabin Diagnostics & Health, John Deere, iFood, Start Anglo Bilingual School, (re)energisa, ZAP (real estate marketplace), and TikTok.

• Creative Director, MEZA • Jul '20 - Jul '21 / São Paulo, Brazil.

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

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

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

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

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

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

Clients: Netflix, MTV, and NT1.

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

Clients: Voyage SNCF, Mondelez, and Pampers.

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

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

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

Clients: Danone, Diageo, Ford, and Microsoft.

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

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

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

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

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

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

Recognitions

Awarded at Cannes Lions, Effie Awards, El Ojo de Iberoamérica, CCSP, Lusófonos and more.

Honored across multiple categories including Integrated Campaigns, Film, Digital, Print, and Social Impact.

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.

Portuguese - 5 Native Proficiency.

Others

Born in Piracicaba, SP, Brazil.

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