Guto Chicanelli • Creative Director / Senior Art Director
www.gutochicanelli.com

Core skills: Team Leadership · Integrated Campaigns · Design & Storytelling Excellence · AI-Enhanced Creativity
Key Industries: Tech & Entertainment · Agribusiness · Health · Energy (B2B) · Food & Beverage · 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 in, 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, and emerging creative tools, shaping ideas that move people and drive results.

Along the way, I've worked with agencies like WMcCANN, DDB, BETC, BBDO Paris, and Leo Burnett, creating work for brands including John Deere, Rappi, Danone, Perdigão, Ford, Fiat, Itaú, UNESCO, OLX, Sabin, and TikTok. I've led teams, worked across disciplines, and still enjoy getting hands-on when the idea needs it.

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 - Aug'26 / São Paulo, Brazil.**
Core responsibilities:
- Led creative strategy and execution for John Deere Brazil;
- Oversaw integrated campaigns across film, digital, social and brand experiences;
- Guided teams from concept through craft and final delivery.

• Creative Director, ADVENTURES / JONES • **Jul '21 - Feb '26 / São Paulo, Brazil.**
Clients: Sabin Diagnostics & Health, 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 WWF / Earth Hour.

• **Mid-level 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, Nestlé, 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 other international and Brazilian festivals, across Integrated, Film, Digital, Print, and Social Impact.

Education
AI VideoLab · Scene Direction • Human Academy, 2026
Agent Lab Build • Human Academy, 2026
Cours de Civilisation Française de la Sorbonne • Intensive French • Paris, 2014
International Academy of Cinema • Film Art Direction • São Paulo, 2012
Oswaldo Cruz University • BA in Advertising Communications • Ribeirão Preto, 2005

Languages
Portuguese - Native Proficiency.
English - Professional Working Proficiency.
French - Professional Working Proficiency.

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