

BRENO COTTA

EXECUTIVE CREATIVE DIRECTOR

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Location: Madrid, Spain

CAREER SUMMARY

Award-winning creative leader with over 20 years of experience driving brand strategy and content innovation across diverse regions, including Europe, LATAM, MENA, SSA, and APAC. Recipient of 7 Cannes Lions and esteemed international jury member, merging a unique Brazilian-born creative DNA with a robust Spanish professional foundation (legally EU compliant). Expertise includes leading multidisciplinary teams of up to 37 creatives, specializing in the transformation of global brands through culturally relevant storytelling and high-impact execution. Proven ability to elevate brand narratives and foster meaningful connections in a competitive marketplace.

CORE SKILLS

Creative Leadership - Brand Strategy and Social Media Strategy - Integrated Campaigns – Storytelling - Team Management - Global and Regional Markets - Earned Media - Content creation and Innovation

LANGUAGES AND QUALIFICATIONS

Languages: English (Native), Spanish (Native), Portuguese (Native)

Key Recognition: 7 Cannes Lions, One Show, LIA, FIAP, El Sol

Jury Service: Cannes Lions (2010), Eurobest (2016), MENA Effies (2018)

PROFESSIONAL EXPERIENCE

2023 - 2024 | Chief Creative Officer at Ogilvy El Salvador

- Led creative strategy for the Ministry of Tourism of El Salvador "Tierra de Anfitriones" campaign.
- Led the PUMA "For the Bold" campaign and served as Social Media Manager for Pilsen Beer, executing high-impact activations and events to enhance brand engagement
- Managed a 20-person team, delivering integrated campaigns under high-pressure timelines while ensuring creative standards

2021 - 2023 | Chief Creative Officer at Edelman LATAM

- Oversaw regional creative operations for clients including Johnson and Johnson, Coca-Cola, and Microsoft Xbox
- Focused on brand storytelling and earned media strategies to elevate agency performance across multiple markets

2019 - 2021 | Chief Creative Officer at Wunderman Thompson Vietnam

- Directed a 23-person creative department for Gameloft, Suntory, Aquafina, and Carlsberg
- Led the digital transformation of PepsiCo brand TeaPlus+ and developed social-first strategies for Huda Beer
- Served as Jury Member at Cannes Young Lions Vietnam

2017 - 2019 | Executive Creative Director at MullenLowe Dubai

- Regional Creative Director for MENA, acting as creative lead and main strategist for First Abu Dhabi Bank and Majid Al Futtaim
- Other accounts included Infiniti, Ferrero, Pizza Hut, and Warner Bros
- Jury Member at MENA Effies 2018
- Developed culturally nuanced frameworks for regional brand expansion



PROFESSIONAL EXPERIENCE (CONTINUED)

2017 | Chief Creative Officer (6-month contract) at Scanad/JWT Nairobi, Sub-Saharan Africa

- Led 37 creatives across Kenya, Ghana, Tanzania, Rwanda, and Uganda
- Clients included Safaricom (Vodafone), Barclays, and Domino's

2015 - 2017 | Executive Creative Director at Cheil Spain

- Won 4 Cannes Lions in two years
- Led creative innovation for Samsung and Wizink, focusing on technology-driven storytelling
- Won the Wizink Bank pitch (formerly Citibank) and led content creation for the campaign launch

2011 - 2014 | Executive Creative Director at McCann Worldgroup Mexico

- Regional VP Creative for CPW accounts including Cheerios and Fitness
- Also led Virgin Mobile, Bimbo, and Mastercard
- Won 2 Cannes Lions for the Non-Violence Organization (Yoko Ono's NGO) and 1 Effie Award for Clorets Gums

2011 | Executive Creative Director at Grey Group Mexico

- Led Heineken and Diageo (Johnnie Walker) accounts
- Won major pitches for Dodge and Fiat
- Awarded One Show for Amnesty International

2007 - 2011 | Head of Creative at Ruiz Nicoli Spain

- Managed creative for Movistar, winning 1 Cannes Lion
- Defined agency vision and scaled the creative department

2002 - 2007 | Creative Copywriter and Creative Director at S.C.P.F. (WPP)

- Led major repositioning campaigns for IKEA and BMW
- Strengthened brand relevance in the Spanish market through iconic, culture-led creativity

EDUCATION

1998 - 2002 | Schiller International University, Madrid, Tampa, Heidelberg

- Bachelor of Business Administration (BBA), International Marketing

1994 - 1998 | American School of Madrid

- High School Diploma

OVERVIEW OF LATEST ACHIEVEMENTS AND CLIENTS

