

BRENO COTTA

CHIEF CREATIVE OFFICER OGILVY EL SALVADOR

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CAREER SUMMARY

Brazilian/Spanish, award-winning CCO @Edelman LATAM, CCO@JWT VM also ECD @ MullenLowe Dubai. CCO at Scanad/JWT Kenya and former ECD at Cheil Spain. Also was Vp Creative at McCann and Grey Mexico, with a powerful background developing Cannes campaigns for major brands. Lastly @ Ogilvy El Salvador Tourism Was voted top 40 in the LATAM Creative Director's list, and has led teams of 40+ to successfully win over 30 International awards in the past four years. His strategic perspective has elevated his former agencies to rank in the top 5 in short periods of time. He's also known for having brands trust him to take bold steps into previously untravelled paths. Yearly new revenue under his watch averages up to 1 million+ Euros with a total of 90% wins on major pitches. He is a true specialist in finding talent and bringing the best out of them.

QUALIFICATIONS AND AWARDS

- Languages: English – Fluent, Spanish – Fluent, Portuguese - Native
- 7 Lions at Cannes and Cannes jury in 2010. JURY AT EUROBEST 2016 and MENA Effies 2018.

PROFESSIONAL EXPERIENCE

2023 - 2024	CCO @ OGILVY EL SALVADOR. In charge of Ministry of Tourism El Salvador
2021 - 2022	CHIEF CREATIVE OFFICER of Edelman LATAM. In charge of a team of 20, handling clients such as Johnson&Johnson, Coca-Cola, and Nissan.
2019 - 2020	CHIEF CREATIVE OFFICER @ WUNDERMAN THOMPSON VIETNAM. In charge of a Team of 23 creatives and keeping a close look at our Clients: Gameloft, Suntory, Aquafina, Tea+, Carlsberg also Jury @ Cannes film young Lions Vietnam.
2018 - 2019	Executive Creative Director at MullenLowe Dubai. Regional CD for MENA Accounts Infiniti, Ferrero, Pizza Hut, WBros - Jury at EFFIES 2018 in branded content.
2017 - 2018	CHIEF CREATIVE OFFICER at SCANAD/J.W. THOMPSON - SSA (NAIROBI) In charge of a team of 47+. Regional Head of Creative for SCANGROUP (Kenya, Ghana, Tanzania, Rwanda and Uganda.) Accounts handled: Safaricom (Vodafone), Barclay's, Domino's and Kenya Tourism Board among others.
2017 - 2017 (freelance)	Independent Creative Consultant for WIZINK BANK Spain & Portugal (formerly Citibank). After winning the pitch and creating the new Brand campaign at Cheil, launched communication 2 year plan for Portugal together with the TV campaign. Also Innovation Juror in the Independent Advertising Festival @ Argentina.
2015 - 2017	EXECUTIVE CREATIVE DIRECTOR at CHEIL WORLDWIDE SPAIN 4 CANNES LIONS in 2 years. Gold Cyber Lion at Cannes for Samsung. Major bank account won - ex Citibank now called Wizink.
2012 - 2014	CREATIVE VICEPRESIDENT at MCCANN WORLDGROUP MEXICO Regional VP creative for the CPW account (Nesquick Cereal, Cicerios and Fitness brands) Also responsible for VIRGIN MOBILE and MASTERCARD. Winning 2 CANNES LIONS with the Non-Violence Project campaign. Effie won for Clorets Gums (Mondelez/Kraft) Running a team of 20.
2011 - 2012	EXECUTIVE CREATIVE DIRECTOR at GREY GROUP MEXICO Handled the HEINEKEN account. Diageo brands such as Johnnie Walker. DODGE AND FIAT PITCHES WON. One Show award for Amnesty Int'l.
2007 - 2011	CHIEF CREATIVE OFFICER at RUIZ NICOLI (SPAIN) Movistar. 1 lion at Cannes.

PROFESSIONAL EXPERIENCE (CONTINUED)

2005 - 2007	CREATIVE DIRECTOR at TAPSA Y&R Won and Handled the Vodafone account and Iberia airlines. Also supporting the KIA account. Several awards including EFFIES
2004 - 2005	CREATIVE DIRECTOR at TIEMPO BBDO Handled the Renault account.
2000 - 2004	CREATIVE DIRECTOR at *S.C.P.F... (WPP) Handled the BMW and IKEA accounts. Several awards with both clients. Vodafone pitch won.
1997 - 2000	SR. COPYWRITER at GREY GROUP SPAIN Telefonica and Pepe Jeans accounts.
1996 - 1997	COPYWRITER AT YOUNG & RUBICAM Heineken and Ford accounts.

EDUCATION

1992 - 1996	SCHILLER INTERNATIONAL UNIVERSITY (MADRID) Bachelor of Business Administration – Major in Marketing · Minor in Economics.
1988 - 1992	AMERICAN SCHOOL OF MADRID High-School Diploma.

HOBBIES AND INTERESTS

- Monthly column In Anuncios Magazine (most famous advertising magazine in LATAM)
- Ex-Part time Professor at the Universidad Complutense de Madrid.

OVERVIEW OF LATEST ACHIEVEMENTS AND CLIENTS:

