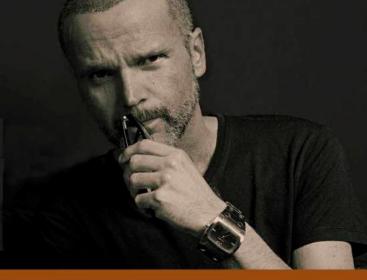
# BRENO COTTA

# CHIEF CREATIVE OFFICER OGILYY EL SALVADOR

Phone: MAD - +34 663 35 86 85 Email: brenocotta@gmail.coml Portfolio: www.brenocotta.com



## CARRER 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.

#### OUALIFICATIONS AND AWARDS

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

#### PROFESSIONAL EXPERIENCE

2007 - 2011

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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, handeing clients such—as—Johnson&Johnson, Coca-Cola, and Nissan.
2019 - 2020	CHIEF CREATIVE OFFICER @ WUNDERMAN THOMPSON VIETNAM. In chrge of a Team of 23 creatives and keeping a close look at our Clients: Gameloft, Suntory, Aquafina, Tea+, Carlsberg also Jury@ Cannes film youndg 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, Checrios and Fitness brands) Also responsible for VIRGIN MOBILE and MASTERCARD. Winning 2 CANNES LHONS with the Non-Violence Project campaign. Effic 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.

CHIEF CREATIVE OFFICER at RUIZ NICOLI (SPAINMovistar. 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.

SR. COPYWRITER at GREY GROUP SPAIN 1997 - 2000

Telefonica and Pepe Jeans accounts.

COPYWRITER AT YOUNG & RUBICAM 1996 - 1997

Heineken and Ford accounts.

**FINICATION** 

1992 - 1996 SCHILLER INTERNATIONAL UNIVERSITY (MADRID)

Bachelor of Business Administration - Major in Marketing · Minor in Economics.

AMERICAN SCHOOL OF MADRID 1988 - 1992

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.









































































