

Experience

iThink || 2010-2012

Diretor de Criação

Planning and creative management of digital communication for accounts like Santander, Samsung e Johnson & Johnson.

GRINGO.NU || 2009-2010

Creation Director

Planning and creative management of digital communication for accounts like Unimed-Rio, Rider and Coca-Cola Zero.

F.BIZ || 2000-2009

Text || AI || Planning || Creation Director

Conception, planning and creative management of digital communication for accounts like Vivo, Cadbury and Unilever.

ALLTV.COM || 2002-2003

Editor

Creation of humoristic sets for the “MuyLoco” TV talk show formatted for the web, exploring different ways of audience engagement.

Formation

Fundação Armando Álvares Penteado/ (FAAP) || 1996-2000

Graduated in Advertising.

Faculdades Metropolitanas Unidas/ (FMU) || 1996-1998

Period in which I attended Law School.

Extension

Master’s Degree || Theory and Research in Communication || 2007-2009

Universidade de São Paulo (USP)

Study about the communication interactive variables on video games with study of the “Vivo em Ação” (Vivo in Action) case - ARG developed by the author for the mobile carrier Vivo.

Post-graduation || Communication Processes Management || 2001-2002

Universidade de São Paulo (USP)

Analysis of the humoristic language on the Internet. How the “interactive” joke can generate engagement (even if it is through the ludicrous).

Advertising Illustration || 2009

Quanta Acadêmia de Desenho

The passion for design, ink and Indian ink motivated the training in advertising illustration and the study of rhythm on CS’ scripts.

Classes

Faculdades Integradas Torricelli || 2005-2006

Titular Professor

Responsible for the digital communication classes in which interactivity and creativity were essential conditions.

UNINOVE || 2004

Lecturer.

Presentation to the students of multimedia communication the studies and experiences with the promotion game “Vivo em Ação” (Vivo in Action) of the mobile carrier Vivo and its influences like theatrical games, video games and ARGs (Alternative Reality Game).

UNIVERSIDADE DE SÃO PAULO || 2010

Lecturer.

Presentation of the thesis on humoristic language on digital means to students of advertising, cinema, theater and public relations.