

CEZAR COSCELLI

Creative Director

portfolio: <https://coscelli.com>
<https://linkedin.com/in/ccoscelli>
cezar.coscelli@me.com
New York, NY +1(203) 548-1433
Green Card Category: E21, Exceptional Ability

New York-based, US Permanent Resident, Brazilian Creative Director with 15+ years of experience in the advertising, entertainment, art, film, beauty, fashion, pharma, healthcare, content, production, and tech industries, and a proven track record of successful leadership roles at DDB Group, Naked Comms, A-Lab/Artplan, Dentsu, and Tribal Worldwide.

Work Experience

Indie Creative Director | StripedCoffeeChair NY

Aug 2023 — Current

- Six months on, three projects in. **Six-figure revenue up.**
- Independent collab, creative, innovation, and production shop focused on **building stronger communities** by bringing people's and brands' purposes to light.
- Main deliveries: Provocative insight. Sharp concept. Bold strategy. Alluring creative. Mesmerizing storytelling. Relevant content. Immaculate craft. Effervescent business.

Group Creative Director, Head of Creative | A-LAB, Artplan Group

Jan 2022 — Jul 2023

- Led a mix of **20+ talented professionals**, improving how premium content was created and produced for the agency's main client: Uber, orchestrating an impressive **120% increase in the annual seven-figure** fee for 2023.
- Due to Uber's success, I was selected by the board to conduct a newly minted Mobility BU as Group Creative Director.
- Co-conceived, created, and implemented the Creators Hub, a pro-level team focused on creating and managing tailor-made branded content under the Creators Economy premise. **After starting with Uber, we successfully implemented it for other brands** (such as Itaú Bank). The Creators Hub, then, became an independent - and profitable - BU for the company.

Multiplatform + Executive Creative Director | Broders Films, Techs & Arts + Malabar Films

Nov 2017 — Jan 2022

- At Broders, I directed immersive, advertising, content, entertainment, and social media campaigns for renowned clients like Ford, Twitter, Netflix, and Samsung.
- Established global partnerships and **generating over R\$ 5,000,000.00 in the first year** alone.
- When the pandemic broke, we consulted for a project on Covid-19 VR training for frontline/healthcare workers effectively combat the virus.
- As Malabar's Creative Director and Executive Producer, we **fueled a 140% growth during my 1st year of leadership.**
- Directed and produced superb cross-platform content for high-profile clients like Natura, Turner, and Citroën.
- I also led projects with top healthcare-specialized agencies, enhancing my industry knowledge. Notably, we partnered with Aché Pharma for the award-winning documentary "Alzheimer on the Outskirts", with **international recognition.**

Creative Director, Head of Copy | Tribal Worldwide + Salve DDB

Jul 2015 — Nov 2017

- I joined the agency during its transition into the DDB Network and its appointment as Natura's digital and innovation AOR, and in the course of my leadership, we **expanded the Natura team by 300%**, enormously elevating its creative delivery.
- My primary focus was inspiring, nurturing, motivating, and mentoring the team while upholding creative excellence. Notable works released, such as Natura's "#2old4this" campaign, are **still influential references** today.

Associate Creative Director, Head of Copy | LOV DENTSU

Mar 2014 — Jun 2015

- Ahead of a **creative team with 16+ professionals**, I polished my leadership, creative skills, and client relationship abilities, leading top-tier work for prestigious brands like Sony, Google, Toyota, and Oreo.
- Successfully partnered with Novartis, driving initiatives for both **direct-to-consumer (DTC) and healthcare professional (HCP)** audiences, yielding outstanding results.

Senior Copywriter, Associate Creative Director | Naked Communications

Jun 2010 — Mar 2014

- Leading important accounts in the creative department (such as Snickers - Mars), I actively contributed to a **nearly 200% revenue surge** from 2011 to 2012, and **160%** from 2012 to 2013.
- Launched acclaimed campaigns blending storytelling, technology, and entertainment, such as "Dzarm Collective", one of the **first Brazilian social media activations** that used Facebook's native tools to let fans gift their friends.

Education

Anhembi Morumbi University, Laureate International

• **MBA** - Trends and Innovation

• **Postgraduate Degree**, Digital Games

• **College Degree**, Marketing

CEZAR COSCELLI

Creative Director

portfolio: <https://coscelli.com>
<https://linkedin.com/in/ccoscelli>
cezar.coscelli@me.com
New York, NY +1(203) 548-1433
Green Card Category: E21, Exceptional Ability

Skills

creative direction / empathetic leadership / copywriting / concept building / film directing / immersive storytelling / refined craft team management and building / talent mentoring / screenwriting / DE&I / strategic and innovative thinking / clear communicator client relationship and presentations / business development / digital marketing / cinematography / showrunner / design thinking trend and cool hunting / emerging technologies / fashion, beauty and pharma comms / healthcare and wellness / entertainment

Clients

Natura / Uber / Ford / Google / Netflix / KLM Airlines / Heineken / Sony / Citroën / Barilla / Panasonic / Snickers / VISA / Adidas Mondeléz - Oreo, Club Social / Samsung / Yahoo! / Bradesco / Bacardi / Toyota / Grey Goose Vodka / Deezer / Telefônica / TikTok Novartis / Aché / Genomma Lab / Honda / AB-Imbev / Bridgestone / Firestone / Whirlpool / Ayrton Senna Institute / Twitter / Turner

Volunteer Work

As a **Global Creative Mentor**, I've been collaborating with Garage Stories, leveraging emerging technologies to solve healthcare, wellness, social and education-related problems, such as:

- **STORIES X FUTURE**, 2022
- **HACK THE PLANET** (And Humans' Health), 2022
- **HACK THE HOSPITAL**, Transatlantic Lab - Boston, Barcelona, 2021
- **GS FOR GOOD**, 2020