

Carmela Soares
Creative Director

Nationality: Brazilian
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Education

Languages and Literature, with an emphasis in French at Rio Grande do Sul University and Santa Catarina University / Brazil (4 years, not complete).

Professional Experience

Since Jan, 2008
RMG Connect/ JWT
Sydney/Australia
Digital Creative Director
Leading the digital and direct teams to develop concepts for clients such as Vodafone, taking part on integrated brainstorming, generating through the line concepts, bringing the core of the campaigns to the digital side, exploring the potential of "third screen" (mobile phones).

From 2006 to 2007
DM9DDB
Sao Paulo/Brazil
Job title: Interactive Creative Director, leading multidisciplinary teams to generate 360° campaigns for clients such as Whirlpool, Telefonica, Terra, Henkel, among others.

From 2003 to 2006
Ogilvy & Mather
Sao Paulo / Brazil
Job title: Creative Director Latin America
Description: Regional Creative Director for the IBM account, in charge of all creative work done in Latin America for this client.

From 2000 to 2003
OgilvyInteractive
Sao Paulo / Brazil
Job title: Senior Copywriter and Creative Supervisor.

From 98 to 2000
W/Portugal Publicidade
Lisbon / Portugal
Job title: Senior Copywriter

In 97
D. Araujo Comunicação
Florianopolis / Brazil
Job title: Copywriter

From 95 to 97
WG/Stalimir
Florianopolis / Brazil
Job title: Copywriter

From 93 to 95:
Propague Serviços de Comunicação
Florianopolis / Brazil
Job title: Jr. Copywriter

Awards:

Cannes

Silver Lion cyber for "Evolution"/Cia Athletica Gym (2007)
Gold Lion cyber for "Fingerprints"/ Renault (2003)
Shortlist for "Webstreaker"/Vodafone Australia (2008)
Shortlist in press and outdoor for "Shoes / Nagayama Restaurant" (2005)
Plus eight other shortlists in Press and Cyber since 99

Sinos

Silver for "Evolution"/Cia Athletica Gym (2007)"

Wave Festival

Gold for "Evolution"/Cia Athletica Gym (2007)

Gramado International Advertising Festival

Bronze for "Brazilian Prisons" / Amnesty International (2000)

Grand Prix for "Fingerprints" / Renault (2003)

Gold for "Fingerprints" (2003)

Gold for "Bus", "Fly" and "Anvil" / CNA English School (2004)

Ad Spot Awards

Silver with TV spots "Son in law" and "Mother in Law" / Daewoo Lanos (1999)

Epica

"W.C", "Too many words" and "Brazilian prisons" / Amnesty International (2000)

Cresta

"W.C", "Too many words" and "Brazilian prisons" / Amnesty International (2000)

Eurobest

"W.C", "Too many words" and "Brazilian prisons" / Amnesty International (2000)

Caracol de Plata

"W.C", "Too many words" and "Brazilian prisons" / Amnesty International (2000)

Echo DMA

Finalist "Telefonica Speedy" (2001)

NY Festivals

Merit for TV spots “Son in law” and “Mother in Law” / Daewoo Lanos (1999)

Merit for IBM Take Back Control online Campaign (2007)

Art Directors Club

Merit for “Matchbox Firefighter” / Mattel (2004)

Festival Figueira da Foz

Gold for “Firefighter” / Mattel (2004)

Bronze for “Fingerprints” / Renault (2004)

London International Awards

TV and Cinema Winner “Restless Love” / Unisys Arena Gym (2005)

Finalist “Fingerprints” / Renault (2003)

OneShow

“Bus”, “Fly” and “Anvil” / CNA English School (2003)

WebAwards

Google Earth Campaign / IBM / (2006)

Sao Paulo Creative Club

Several interactive since 2001.

Languages:

English - Fluent

Spanish - Fluent

French – Good

Portuguese - Native