

MARCELO MARIANO

Interactive Art Director

Currently residing in São Paulo – Brazil, working at DM9DDB Brazil.

Current Position

Art Director of the interactive creative team, responsible for developing the main campaigns for clients such Intel, Terra, Honda and Whirlpool.

Contact Information

marcelomarianod@gmail.com

Experience

Since 2004, Marcelo Mariano has worked with interactive advertising. During this time, he worked for clients such as Coca-Cola, Fiat, Sky TV, Cadbury Adams, Bayer, Ford and Nestlé.

During university he was awarded in many festivals in Brazil and Latin America. It led him to join the creative team of FullTecno, an interactive agency of Full Jazz Group, where, he developed some campaigns for Souza Cruz and Berlitz.

Months later, he was invited to work for Acion, a small studio dedicated for internet projects. In a year, he could develop some jobs that reached national visibility, like Chilli Beans (Brazilian eyewear trade mark), website wich was nominated to IBEST Award (one important Brazilian award) as the year's revelation.

In April 2005, he moved out to Trama Records, where he was the art director responsible for all internet jobs. During this time he worked with some of the most important Brazilian singers and bands, like Nação Zumbi, Otto and Gal Costa. This experience was very important because he could develop different kinds of visual languages.

However, he has always loved interactive advertising and, a year later, he was invited to join the team of Agência Click to work with some of the main clients in market: Fiat, SKY TV and Whirlpool. In 15 months, he participated in important campaigns and won some of the most important international and Brazilian awards, like Cannes and El Ojo.

In 2007 he moved to JWT, to join the interactive team that began to develop digital jobs for traditional clients of the agency such as Ford, Bayer, Unilever, Cadbury Adams and Nestlé. While In JWT, he was the Brazilian representative in Young Lion Competition where he won the Gold medal. In the same year he won Silver Lion in Cannes.

After this, in 2008, he was invited to work at DM9DDB. Ever since he has been developing interactive campaigns to Intel, Terra, Companhia Athletica and Honda.

During this time, DM9DDB was chosen the Agency of the Year in Cannes, and he won some important international awards like Webby Awards, New York Festivals and Cannes.

Awards

Gold in International Young Lions Competition - Cyber

3 Cyber Lions in Cannes (Bronze and Silver)

5 Shortlists in Cannes

1 Prize in El Ojo de Iberoamérica (Gold)

1 New York Festivals (Silver)

People Voice Webby Awards 2009

2 Wave Festival (Gold)

2 Annual Festival of São Paulo (Gold and Bronze)

2 Prizes in MMOonline/MSN (most important Brazilian interactive award)

Others

Born in São Paulo, SP, Brazil.

Living with a partner. No kids.

First Degree in Design , UNESP (Universidade do Estado de São Paulo), São Paulo, Brazil.

Post Graduated in Interactive Medias, SENAC, São Paulo, Brazil.