

# Carlos Lunetta **creative director**

28 years and counting of experience in advertisement

Seeking to lead, grow and do great stuff.

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São Paulo – Brazil

I've been part of the history of interactive media from the dial-up internet to the latest AI wonder, and remain ready to all things the future brings us.

My career is based on the intersections of creativity and technology, where new technologies fuel good ideas and vice-versa. My MFA thesis work explored this explore this topic and all the potential uses of computational design.

I follow a strategy-based creative style – where ideas have a reason, a meaning and can achieve measureable impact. My scope of work goes from print to video, social media campaigns and everything in between.

As a team lead, I nurture healthy interactions among people - even in the most demanding environments – and shelter the birth of good creative work among the whole team.

I do enjoy the thrill of business pitches and presentations, especially when there's good stuff inside the keynote slides and a mission to sell it.

## work experience

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OLIVER Agency - São Paulo

Executive Creative Director      2023 – Present

Executive Creative Director responsible for 9 Latam agency accounts, leading a creative team of over 70 people while also driving the agency AI-fueled transformation.

- Responsible for Microsoft Americas account, working on campaigns and content for both the US and Latam regions.
- Creative lead for Alvoar Dairy, Zurich Insurance, Bayer Crop Science, Nestlé Nutren, Dasa Health Services, Cyrela, SC Johnson and Vale – with the scope of creative campaigns and social accounts, creative planning included.
- Lead of the Oliver AI initiatives, implementing AI practices, techniques and uses for both the internal team and clients. Responsible for projects that leverage generative AI and the development of new AI-related workflows for creative teams across the globe.
- Pencil Pro AI evangelist
- Oversees team hiring, management and workflow processes
- Development and pitch presentations of new businesses proposals
- Lead for digital events for all agency clients

Reports to Luis Renato Constantino, Latam CEO and CCO

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## OLIVER Agency for Microsoft Latam - São Paulo

Creative Director 2018 – 2022

Creative director leading a team of 25 people in 3 countries (Brazil, Argentina, USA), responsible for the whole scope of creative needs for Microsoft Latam – the social footprint, video production, digital events, ad campaigns and assorted digital services with more than 4.000 service deliverables per fiscal year in all areas.

- Responsible for planning, hiring and managing of the whole creative team with in the three Latam offices
- Planned and built 2 filming studios for social and campaign content
- Created and established all internal creative processes and workflow - from stakeholder requests to media deliverables
- Doubled the operation in two years with the implementation of digital events in the service scope.
- Responsible for more than 100 campaigns per fiscal year, with US\$ 1.3M of media investment
- Responsible for the production of more than 100 success business cases/year
- Responsible for the deliverables for almost 30 social channels distributed in Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok.
- Created Microsoft Latam Podcasts, an initiative with ever growing audience
- Elaborate pitches and all main campaign presentations for C-level stakeholders

Act as a creative tech consultant and creative director in pitches and special projects at OLIVER Global

- Lead and won Reckitt account creative pitch

- Created workshops about creative uses of new technologies like AI and Blockchain for the creative team
- Consultant for digital events in assorted client operations in Latam

Reported to Luis Renato Constantino, Latam CEO and CCO

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SapientNitro (now Sapient AG2) - São Paulo

Associate Creative Director 2014 – 18

Lead a team of 11 talents working on social, digital, print and TV for the agency clients that included Abbott, AbbVie, Vale, Open English, Michelin, Locaweb, Samsung, Vivo, Toyota, Arno, Honda and Mondelez.

- Fully responsible for Michelin, Abbott, AbbVie, Vale, Open English, Bayer Agro, Monsanto and Vivo accounts.
- Conducted the winning pitches for AbbVie, Locaweb, Samsung, Open English, Samsung, Bayer Agro & Monsanto
- Developed the creative response for weekly Samsung pitch briefings
- Responsible for the repositioning of Open English brand with TV based campaigns, writing and overseeing the production of films.

Reported to Marcelo Tripoli, CCO (Nitro) and Marcelo Lobianco, CEO (AG2)

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Taterka (now DPZ&T) - São Paulo

Interactive Creative Director      2013 – 14

- Responsible by the creation and production of digital and social activations for McDonald's and Dotz
- Led a team of 3 creatives and coordinated vendors and freelancers
- Created the biggest campaign to date for children's cancer awareness for the Ronald McDonald Institute

Reported to Dorian Taterka, partner

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Beam Interactive (now Merge) - Boston, USA

Associate Creative Director      2006 – 13

Art Director      2004 – 06

Responsible by the digital channels for Puma, MINI, Saucony, Pabst Blue Ribbon, Bank of America, Athena Health, Amex, Lindblad and others

- Created all digital campaigns for Puma and its marketing sites for each product line during 9 years
- Helped the creation of the first online car configurator that featured interactive and modern graphic features at the MINI.com site, that earned large industry recognition and different awards
- Lead the digital positioning of the PBR beer brand

Reported to Dave Batista, ECD/Partner

*1996-2003 work experiences available at my LinkedIn profile;  
complete portfolio available upon request*

## education

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Master of Fine Arts - Interactive Design

2003 – 05

Massachusetts College of Art

Thesis document: The Articulation of Visual Ideas through Algorithm

Bachelor of Social Communication (Advertising)

1996 – 2000

Universidade de São Paulo

## languages & skills

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Native Portuguese

Fluent English

Basic Spanish

Knowledge of all major graphic, motion, video and 3D suites

Knowledge of major front end and creative coding techniques

Knowledge of film production from script to post; scene & actor direction

## awards

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Cannes Cyber Lions

Mini USA

Puma

FWA Site of the Day	Virgin Mobile Saucony Pabst Blue Ribbon
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One show	Mini USA Puma MSNBC Waterford
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Webby Awards	Mini USA
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