

Roberto de Lucena Faria

www.robortofaria.com

808 - 150, Roehampton Ave.
M4P 0A2
Toronto/ Ontario
Canada

(416) 901.8041 (*home*)
(647) 293.9944 (*mob*)

roborto@robortofaria.com

Objective

*To plan and execute Marketing and Communications strategies
in Advertising, Promotion and/ or Events.*

Skills Summary

- Over 10 years work experience on communication, planning and brand positioning;
- Ability to plan, create, produce and execute both corporate, promotional and publicity campaigns focusing on different kinds of targets (consumer, internal, trade) and specialized at the below the line segment;
- Bachelor's Degree in Communication with Marketing and Advertisement emphasis from a top tier Marketing School (ESPM) and Account Planning specialization from Miami Ad School's Bootcamp;
- Fluency in English and strong computer applications skills;
- Strong interpersonal and communications skills, attractively presenting projects with solid and coherent argumentation, articulate, self-motivated, good leadership skills and entrepreneur spirit.

Professional Experience

*jun/ 2009 -
sept/ 2009*

Total On Demand - Planner

Hired by contract to lead a product launching proposal for agency's main prospect client, coordinating Production and Creative areas, dealing with a 5+ million dollar budget and a tight 1-month deadline.

As a consequence of the work developed, joined the Volkswagen's account team being the original contract renovated for additional three months.

Collaborated on several projects for both Automobile and Truck divisions working closely with many different areas (Board, HR, Marketing, Trade and Press) and managing a broad range of budgets (from 250,000 to 6mi dollars).

Invited to officially be part of the team as lead planner which was declined due to the approval at the Canadian Immigration program.

*oct/ 2006 -
jun/ 2009*

Expertise Group - Creative Planner

Creating and planning promotional actions, activation campaigns and also composing and analyzing costs for clients as HSBC Bank, P&G, Pfizer, Redecard, Natura, Pirelli, ABN Amro Bank, Syngenta, Bimbo and Boehringer, among others.

Hired to merge both Events and Creation departments aiming structure optimization and an increase on delivery quality. In charge of agency's presentations for its main clients and also its delegate as juror on segment awards nowadays.

As a result, successful rate for presented jobs achieved 70% on the first 4 months (leveling on 65% on subsequent months) and the Events Department was raised to agency's core business status, leading to a revision on its partnership composition.

In 2008 the agency achieved the "Event Agency of the Year" award and was also pointed out as the "Promotional Agency of the Year" by the "About Magazine".

aug/ 2004 -
sept/ 2006

360° Below the Line - Art Director/ Planner

Chosen to join agency's founding team working as Art Director and Creative Planner on successfully cases for clients as Claro, Sony Ericsson, Unilever, HP, Nickelodeon, Smirnoff, BMW, Rolls Royce and Red Bull.

Took a leading role on projects that guaranteed the "Promotional Agency of the Year" award in the years 2005 and 2007, positioning the agency as one of the leading companies in its segment, with highlights to:

- Sony Ericsson w800i - Product launching campaign based on urban interventions and low cost, awarded a Grand Prix as "Promotional Case of the Year" in 2006;
- Maré Claro by Siemens - A cargo ship turned into a floating Hospitality Center for the cell phone carrier Summer campaign. Awarded a Grand Prix as "Promotional Case of the Year" in the year 2005.

nov/ 2001 -
jul/ 2004

B\Ferraz Mkt Promocional e Eventos - Art Director/ Planner

Actively participating as Creative Planner and Art Director in agency's main growth period, when its yearly income doubled over each previously result, for clients such as Skol, Audi, Casas Bahia, Nickelodeon, Epson and Pepsi.

Collaborated on high-budgeted major projects as the Skol Beats Festival (biggest electronic music festival in South Hemisphere) and Super Casas Bahia (world's largest seasonal retail store) from conception to accomplishment.

Part of the team that planned and developed the national launch for both clients (internal and external) of the Skol Beats beer and the Pepsi X energetic soda.

Acted on Audi's Brazilian brand construction conceptually repositioning its seasonal Winter booth, awarded as "Best Innovative Communication's Strategy" in the year 2002, and its exclusive "Audi al Mare" Summer booth, awarded as "Promotional Case of the Year".

nov/ 1999 -
nov/ 2009

PARIAKÍ Estacionamentos - Director-Partner

Founded and established a parking lot company from scratch, hiring staff, defining systems and procedures.

Dealt with day-to-day administrative and operational issues, leading the company to its financial health in its first 6 months.

Managed ten employees spread over two different garages that are now maintained by my partner.

Education

2nd semester
2007

Miami Ad School/ ESPM
Bootcamp - Account Planning.

jan/ 1994 -
dec/ 1998

ESPM - Escola Superior de Propaganda e Marketing
Bachelor's Degree in Communication with Marketing and Advertisement emphasis.

Additional Skills

- Fluency in English - Spoken and Written - (*IELTS score 7,5/ 9,0*).
- Portuguese native speaker with outstanding writing skills.
- Strong computer application skills including Microsoft Office Suite and art-related software as Adobe Photoshop and CorelDraw.

Additional Activities

- Founding Member of the United Planners (UP) - www.unitedplanners.com.br - A non-profit planner fraternity focused on knowledge sharing and networking.
- Rebobine's Co-Author - www.rebobine.com.br - a non-profit blog focused on innovation, Internet, arts and creativity with a 20,000 visitors/ month average rate.