

DANILO BERTI

Single
Brazilian
Age 32

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INTEREST AREAS

Innovation, Marketing,
Communications, Design

EDUCATION

Universidade Metodista de São Paulo

Post Graduate in Marketing

★ *TCC final grade A*

Social communication, bachelor in Advertising

★ *GPA 8,77*

ETE Escola Técnica Estadual Lauro Gomes

LANGUAGES

Native Portuguese

Advanced english

Basic french

Basic spanish

QUALIFICATIONS

Leadership and teamwork.

Marketing planning.

Creative concepts, multi-plataform
campaigns and innovation projects.

Branding, mobile marketing and storytelling.

UI/UX designer.

SOFTWARES

Adobe Photoshop, Illustrator, InDesign,
Premiere, After Effects, XD, Animate,
Audition and Fireworks. Sublime Text, Final
Cut and Logic Pro. Office and iWork suites.
Coding HTML, CSS, PHP, RD Station,
Mail Chimp, WordPress and Joomla.

COURSES

Mergo

• *UX Weekend*

Udemy

• *Web UI/UX Design using Adobe XD*

Casa Idea Fixa

• *Como Prospectar Ideias Criativas*

Escola Pancrom de Tecnologia Gráfica

• *Print Production*

Miami Ad School

• *Creative Leadership*

ESPM Escola Superior de Propaganda
e Marketing

• *Digital Marketing Strategies*

• *Branding*

SVA NYC School of Visual Arts New York City

• *Workshop on Advertising, Arts, Animation,
Visual Effects and Design*

Escola Oficina de Artes

• *Graphic Design*

• *Advertising Creation*

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WORK EXPERIENCE

(2021-now)	Canaltech / Magalu	Lead Designer
(2014-2021)	New Mind Comunicação	Creative Director
(2012-2014)	Ingluu Technologies	Marketing VP
(2011-2014)	Eicon Inteligência em Controles	Marketing Analyst
(2008-2010)	GS Comunicação	Creative Director
(2006-2008)	C2 Comunicação	Art Assistant
(2005-2006)	Gauss Consulting	Webdesigner

CLIENTS (OR I'VE CREATED FOR...)

Assaí Atacadista, Cummins, Danfoss, Duracell, Ford, Goóc, Guaraná Antarctica, Magneti Marelli, McDonald's, OLX Brasil, Oral-B, Paranapanema, Porto Seguro, Trident, Unidas, Vult e Yamaha.

CASES

2016 *Unidas*: the endomarketing campaign "The Sky Is Not the Limit" engaged employees in hundreds of the car-rental stores all over Brazil, making Unidas climb up more than 20 rankings at Great Places to Work, reaching the 17th position and 1st in his category.

2013 *Leader Publishers*: I was invited for a design refreshment on books' covers.

2012 *Ingluu Technologies*: startup created by me and 2 friends with the objective of helping people in their daylife through technology. I've lead the development of 2 applications: **Towindu** and **Arrasow!**, working from the creation of their names to the UI, UX design e marketing.

2011 *Eicon Intelligence in Controls*: the boardgame "GissGame" introduces the benefits of using GissOnline, a software that improves transparency to the financial operations of the government.

2010 *MA Talentos*: school music's website with virtuals instruments. You can even tweet your jam!

2010 *Folcloreando the Musical*: live projections created for a concert full of music, acting and culture.

2009 *Mono Stereo*: animations created for LED panels at the band concerts. Include live controls for changes according to audience's reaction and different rhythms of the songs.

2009 *Fefisa Colleges*: the concept "Making Winners" presented the overhaul of the curriculum, bringing new students and rescuing the historical value of sport in this institution.

2009 *Ecko Unltd.*: freestyle basketball, gifts via bluetooth, live graffiti, street dance... everything to rock the fashion show of the new collection of this brand on the Metô Fashion event.

2006 *Ford Trucks*: tuning project of the Cargo line for the Show Trucks event.
Yep, just like on Pimp My Ride.

2003 *From this year so far, I'm a creative freelancer.*



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AWARDS

O ABC da Comunicação

- ★ Silver on 2015's Best Integrated Communications Campaign ("Back to Classes GEN")
- ★ Bronze on 2015's Best Billboard ("Congratulations, São Bernardo" campaign)
- ★ Grand Prix 2014 (New Mind)
- ★ 2014 Most Awarded Agency of the Year (New Mind)

Expocom 2011

- ★ 3th place on Best Radio Spot ("Madame Charlene", for Equifax)

McDonald's 2010 Creative Battle

- ★ 2nd place on Best Campaign (McHappy Day)

Destaque Award

- ★ 2009's Best Project of Methodist University of São Paulo ("The Best Christmas is in Your Home", for Leroy Merlin)

FUC 2 Academics Communication Festival

- ★ Silver Medal on 2009's Best Internet Ads ("DNA Porsche" campaign)

VOLUNTEERING

GRAACC - Support Group for Children and Adolescents with Cancer

Helped on the creation of the advertising campaign "I'm a Child's Fan" that featured a football game with brazilian famous professional players on Pacaembu Stadium.

Institution Cidade dos Meninos Maria Imaculada

I attended several events of this institution, like Charity Bazaars and Typical Parties, helping on the organization, production, costumer service and advertising.

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