

## PABLO SIQUEIRA SEABRA DA CRUZ, 32

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## PROFESSIONAL OBJECTIVE

To work as a **Senior Art Director**, contributing to brand growth, integrated campaign development, and the delivery of **consistent, scalable, and results-driven creative solutions** in corporate environments, agencies, or international projects.

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## PROFESSIONAL SUMMARY

**Senior Art Director** with over **10 years of experience** in advertising agencies, leading creative strategy, campaign development, and visual identity management for **national and multinational companies**.

Extensive experience in **branding, 360° campaigns, digital design, OOH, print, and audiovisual**, with strong expertise in **brand guidelines, creative processes, and multi-channel executions**. Strategic approach combining **creativity, technology, and artificial intelligence** to optimize workflows and increase efficiency.

Professional background across multiple industries, including **insurance, private pension, high-end real estate, retail, export agribusiness, telecommunications, pharmaceutical, energy, and oil & gas**. Proven experience in **leading multidisciplinary teams**, collaborating with stakeholders, and delivering **high-impact projects**.

Key achievement includes the **Prudential Rock in Rio case**, with real-time social media coverage throughout seven days of the event, delivering unprecedented results for the brand:

- **19.2 million impressions**
  - **6.8 million video views**
  - **6.5 thousand new followers** (7x monthly average)
  - **110+ earned media publications**
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## PROFESSIONAL EXPERIENCE

**GRUPO MADE | 2022 – 2026**

### Mid-Level Art Director

- One of the agency's key creative tool
  - Development and supervision of advertising campaigns and branding projects
  - Direct participation on TV commercial film sets
  - Ensured conceptual accuracy, visual consistency, and brand visibility
  - Training and supervision of junior creatives
  - Cross-functional collaboration with creative, account, production, and strategy teams
  - Strong focus on quality, deadlines, and consistent results
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## AGÊNCIA NÓS DA COMUNICAÇÃO | 2016 – 2022

### Creative Supervisor

- Promoted to leadership role at age 28
  - Managed a team of approximately 15 creative professionals
  - Led integrated campaigns and branding initiatives
  - Worked across institutional, internal, and market communication
  - Direct contribution to winning new accounts (Grupo Energisa, Caramuru Alimentos, Total Energy)
  - Increased agency revenue by over **14.5%**
  - Led internal initiatives that reduced delivery time by up to **22%**
  - Improved campaign approval rates by more than **17%**
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## GLOBOSAT | 2014 – 2015

### Graphic Design & Social Media Intern

- Created digital content and newsletters
- Developed campaign adaptations and extensions
- Contributed to increased engagement on official brand profiles
- Supported the production of the **Golden Globe Special**

- Assisted art direction and visual material development
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## **AGENCIA.COM | 2012 – 2013**

**Art Direction & Design Intern**

## **INDOOR | 2010 – 2011**

**Art Direction & Design Intern**

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## **EDUCATION**

**Miami Ad School** – Rio de Janeiro, Brazil  
Postgraduate Degree in Art Direction | 2018 – 2022

**PUC-Rio** – Rio de Janeiro, Brazil  
Bachelor's Degree in Advertising | 2014 – 2017

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## **CERTIFICATIONS & COURSES**

- Adobe Solution Package (2009)
  - After Effects – Héber Simeoni (2020)
  - Adobe Audition – Héber Simeoni (2022)
  - AI Solutions Partners – Sinapro & Trezion (2025)
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## **CORE SKILLS**

- Art Director | Senior Art Director
- Creative Leadership
- Brand Strategy
- Branding & Visual Identity
- Integrated Campaigns (360°)
- Digital Design | OOH | Print

- Motion Design
  - Audiovisual Content
  - Creative Operations
  - Team Leadership
  - Stakeholder Management
  - Artificial Intelligence in Creative Processes
  - Pitch Decks & Executive Presentations
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## TOOLS & TECHNOLOGIES

**Design:** Photoshop, Illustrator, InDesign, Figma

**Video & Motion:** After Effects, Premiere Pro, Audition, CapCut, Media Encoder

**AI & Automation:** ChatGPT (GPT), Copilot, Freepik AI

**Project & Collaboration:** Asana, Slack, Publi

**Presentations:** PowerPoint, Keynote

**Office:** Word, Excel, Outlook

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## ADDITIONAL EXPERIENCE

**Top Dog Award – Miami Ad School (2022)**

1st Place – Project *“Podcast Digital Nada Influencers”*

**Top Dog Award Nominee – Miami Ad School (2022)**

2nd Place – Project *“The Fireproof Book – The book about the Amazon that doesn’t burn”*

**International Exchange – Washington, D.C. (2015)**

Six-month professional experience at Hard Rock Cafe, with intensive English practice and multicultural exposure.

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## LANGUAGES

Portuguese – Native

English – Advanced

Spanish – Basic

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## LOCATION & AVAILABILITY

Rio de Janeiro, Brazil

Open to **remote, hybrid, and international opportunities**