

PABLO SIQUEIRA SEABRA DA CRUZ

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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.

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 – 2025

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

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

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

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.

LANGUAGES

Portuguese – Native

English – Advanced

Spanish – Basic

LOCATION & AVAILABILITY

Rio de Janeiro, Brazil

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