

JP CARUSO

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Skills

I was born in Sao Paulo, Brazil. I play football with my feet and a ball. I've never got a red card, just a green card.

I speak, read, write and think fluently in Portuguese, English and Puns.

I finished my high school in Michigan as an exchange student, where I also learned that Zero Fahrenheit is colder than Zero Celsius. Then I graduated in Marketing from Mackenzie University, in Sao Paulo.

My first job in advertising was actually as an English teacher for some of the top executives at Y&R, BBDO and DDB, where I later became junior tv producer.

As a copywriter and creative director, I've worked at Leo Burnett, Y&R, Havas, Ogilvy, Namosca, Fallon, Space150 in Minneapolis, and DDB Chicago.

I've also had the pleasure of working with sexy brands such as Nintendo, P&G, Unilever, Kellogg's, Kraft Foods, Schwans, Jack Links, Buffalo Wild Wings, Fiat, Citroen, Sony, Phillips, Motorola, Banco do Brasil, Santander, Bradesco, World Vision, Natura, Forbes, Budweiser, Stella Artois, Brahma, Kaiser and Adidas, to name a bunch.

I'm also one of the few voices in TV commercials and radio spots in Brazil. But by far, my best occupation is being a father.

Experience

February 2016 - PRESENT

Freelancer, Chicago

- LogicData

DDB, Chicago

- Jeep

November 2014 - October 2015

Space150, Minneapolis - Creative Director

- Schwans - Red Baron Pizza, Bon Appetit Pizza
- Buffalo Wild Wings

April 2015 - August 2015

Miami Ad School, Minneapolis - Social Media Teacher

February 2013 - June 2013

VersaoBeta, Sao Paulo/Minneapolis - Creative Director (remotely)

- Stella Artois.
- Budweiser

October 2012 - February 2013

Fallon, Minneapolis - Freelancer Copywriter

- Purina

February 2010 - September 2012

Tres16, Sao Paulo - Executive Creative Director

- Adidas, World Vision, Golden Goal Sports Venture, AC Milan.

Dezember 2008 - February 2010

Namosca, Sao Paulo - Executive Creative Director

- Adidas, Natura, Imbev.

June 2006 - October 2008

Ogilvy, Sao Paulo - Sr Copywriter

- Unilever, Kraft Foods, Motorola,.

Education

Summer 2016

School of the Art Institute of Chicago - Digital Photography

April 2004 - November 2004

Senac, Sao Paulo, Brazil - Radio and Voice Over

February 1996 - November 1999

Mackenzie University, Sao Paulo, Brazil - Marketing

Awards

New York Festival - Nintendo

Sao Paulo Creative Club Festival - Bank Boston

Moscow Ad Festival - Forbes Magazine

Extra-Curricular

Social Media Influencer - working with Brands to create and develop content for their social media platforms and mine. (Coleman, Pizza Hut, Minnetonka Mocs, Budweiser, Explore Minnesota, Minneapolis Art Institute, among others)