

# Pablo Ferrari – Creative / Copywriter

## Personal Data

- Citizenship: Swiss / Uruguayan
  - May 11<sup>th</sup>, 1974
  - pabloferrari.net
  - pablo\_ferrari@hotmail.com
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## Education

Degree in Social Communication,  
Specialization in Advertising & Institutional Relations  
Universidad de la República, Uruguay

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## Languages

- Spanish – Mother Tongue
  - English – First Certificate English,  
University of Cambridge, UK
  - French – D.E.L.F., Alliance Française
  - Italian – Diploma Livello Elevato,  
Istituto Lingua Italiana, Lugano, Switzerland
  - Portuguese – Fluent
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## Specialties

- Creative Director who can inspire his team,  
in order to come with exceptional work
- Strategic thinker, team leader and brand architect
- Conceptual thinker on TV, Print, Radio,  
Interactive, Marketing
- Obsessed with craft

## Professional Experience

*August 2012 – Currently*

**Y&R, Global / Mexico**

**Creative Director**

- Global Creative Leader for Revlon  
within US GM and Latin America region
- Creates off/online campaigns and integrated  
efforts for different brands

**Brands served:**

Revlon, Revlon Cosmetics, Revlon Colorsilk,  
Revlon Beauty Tools, Almay

**Additionally, coordinates 360 degrees efforts for new  
business and assignments**

**Brands served:**

Danone's Oikos & Benegastro, Bonafont, AIG,  
The Laughing Cow, Mini BabyBel

*February 2011 – April 2012*

**Lápiz / Leo Burnett, Chicago**

**Associate Creative Director**

- Co-directed Hispanic work for P&G, under BAL structure
- Co-created USH & GM communication efforts in print,  
interactive, radio and promotional marketing
- Co-managed a creative team of 2 copywriters  
and 2 art directors

**Brands served:**

Always, Bounty, Clearblue, Charmin, Dawn, Gain,  
Gain Dish, Herbal Essences, Prilosec OTC & Tampax

*July 2004 – December 2010*

**Olabuenaga Chemistri, Mexico City**

**Group Creative Director**

- Led creative team developing integrated marketing  
campaigns for many blue chip clients,  
international and local
- Created campaigns in broadcast, print, interactive,  
promotional and guerilla marketing
- Managed a creative team of an ACD, 3 copywriters,  
4 art directors and an art assistant
- Led creative team in new business pitches

**Worked for:**

- Grupo Lala - World's 4<sup>th</sup> largest dairy products  
company: Milk & Cheese Division, corporate
- Visa Latin American – Regional / Mexico
- Pernod Ricard: Azteca de Oro Brandy, Olmeca Tequila,  
Tezón Tequila, Terry Brandy
- General Motors: corporate
- Georgia Pacific: Angel Soft  
(Latin America Launch)
- Gamesa-Pepsico Cookies Division: Marías, Chokis,  
Habaneras, Arco Iris
- Heinz: Baby Food, Food Services
- Bacardi & Cía: Bacardi Añejo, Tequila Cazadores

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## Professional Experience

*June 2001 - April 2004*

**Low Concept Caracas, Venezuela**

Creative Director

**Campaigns developed for:**

- J&J (regional): Carefree, o.b., Sundown, Splenda
- Pepsi Cola: Gatorade, Minalba Mineral Water, Yukery Juice
- Polar: Las Llaves – Laundry Detergent and Fabric Care Products
- Alitalia
- Absolut Vodka
- Roche (regional): Xenical

*April 2000 - May 2001*

**Leo Burnett Montevideo, Uruguay**

Associate Creative Director

**Clients served:**

- P&G (Ace)
- Phillip Morris (Marlboro, L&M)
- Sudameris Bank
- Diageo (Johnnie Walker, J&B)
- Divino Furniture

*June 1999 - March 2000*

**Low Ginkgo Montevideo, Uruguay**

Creative

**Worked for the following brands:**

- FNC / InBev (Pilsen, Heineken)
- Unilever
- El País Newspaper
- Montevideo Shopping Center
- Fujifilm

*April 1996 - May 1999*

**Low Ginkgo Montevideo, Uruguay**

Copywriter Junior, Copywriter Senior

**Collaborated with brands such as:**

- VARIG Brazilian Airlines
- ING Bank
- Buena Vista International

## Merits

- Cannes Lions: 1 Silver, 5 Shortlists
- Clio Awards: 6 Shortlists
- LIA Awards: 1 Bronze, 3 Shortlists
- NY Festivals: 2 Silver, 1 Bronze, Shortlist
- Addys Chicago: 2 Silver, 1 Bronze
- FIAP: 4 Gold, 1 Silver & 2 Bronze
- El Sol: 2 Gold & 4 Silver
- Desachate Uruguay: Gold & Silver
- ANDA Venezuela: Gold, Silver & Bronze
- Creative Circle MX: Grand Prix, 7 Gold, 4 Silver & 10 Bronze
- Effies México: 3 Gold, 4 Silver y 2 Bronze
- Jury at The New York Festivals, 2003
- Jury at The Eagle Awards, 2008
- Jury at Mexico City Portfolio Night 2010
- Jury at ADC (Denver), 2014
- Work published at Communication Arts, Luerzer's Archive, Adlatina, LatinSpots, adsoftheworld, Ihaveandidea.com
- Guest at conferences in Miami Ad School Mexico City, TEC Monterrey (Puebla and Mexico City), Universidad de San Juan del Río, CELA Mérida, Simulador de Vuelo, Semillero

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## References

**Ana Ma. Olabuenaga**

*President, General Manager, VP Creative*

**Olabuenaga Chemistri, Mexico**

olabuenaga@och.com.mx

**Rafael Barthaburu**

*VP Creative*

**Y&R, Mexico**

rafael.barthaburu@yr.com

**Juan Carlos Rodríguez**

*VP Creative*

**Badillo Saatchi & Saatchi, San Juan, PR**

juancr@badillo-pr.com