

# Beto Lima

Design Agency

Rua Pedro de Carvalho, 360/1002

Lins - 20725-232

Rio de Janeiro / RJ

Brazil

View the full portfolio at <http://www.thecreativefinder.com/betollima>

## Professional Experience and Curriculum Vitae

- Graphic Designer and Brander with 30 years of market in Brazil and Europe
- Member of THE ART DIRECTORS CLUB OF NEW YORK / USA since 1994.
- In 2012, participated in a book– 8 Mandates for Social Media Marketing Success, by Kent Huffman, where 154 professors and guests from various parts of the world (including David Aaker and Berenice Ring), had a small share of contribution: <http://www.8Mandates.com>
- In 2013 was one of 10 international judges in 2013 Rebrand 100 Global Awards ®: <http://www.rebrand.com/2013-juror-beto-lima>
- In 2014, my name was included in the Top Marketing Professors on Twitter: [www.smmmagazine.com/exclusives/top-marketing-professors-on-twitter/](http://www.smmmagazine.com/exclusives/top-marketing-professors-on-twitter/)
- Development of graphic projects, packing, campaigns of marketing, spots of sales and visual identity for big companies (Wal Petroleum, Shell, Nabisco);
- Participation in exhibits in Rio de Janeiro, São Paulo and in Brno / Czech Republic;
- Lectures at various institutions of higher learning: EBA/UERJ, Universidade Estácio do Sá, INFNET, UNICARIOCA, Faculdades Teresa D Ávila, Universidade Federal do Espírito Santo, ESPM/Rio, UFRRJ, Locaweb e ESPM/POA.
- Works and articles presented in publications specialized in marketing and design, like: ABIGRAF Magazine, DESIGN & INTERIORES, TALENT 98'?, TALENT PHOTO 2001', PRINT, TALENT DESIGN RIO, NOVUM, THE CATALOGUE OF BRNO BIENNIAL 94'?, URGENT DESIGN/2000 Magazine, O GLOBO Newspaper, EXPORT Magazine and <http://www.bocc.ubi.pt/>
- I worked at Slogan / Porto and EURORSCG Design / Lisbon, as Art Director and Graphic Designer while in Portugal, 1996.
- Author of the book Logos Cariocas da Gema: <http://marcas.2ab.com.br/>
- Moderator of Group Branding Brazil on Facebook with 11.000members: <https://www.facebook.com/groups/brandingbrasil/>

## Previous Clientele

Please kindly get in touch for more information.

## Awards and Accolades

Please kindly get in touch for more information.

## Awards and Accolades

BRNO BIENNIAL 94'

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

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## Design Agency

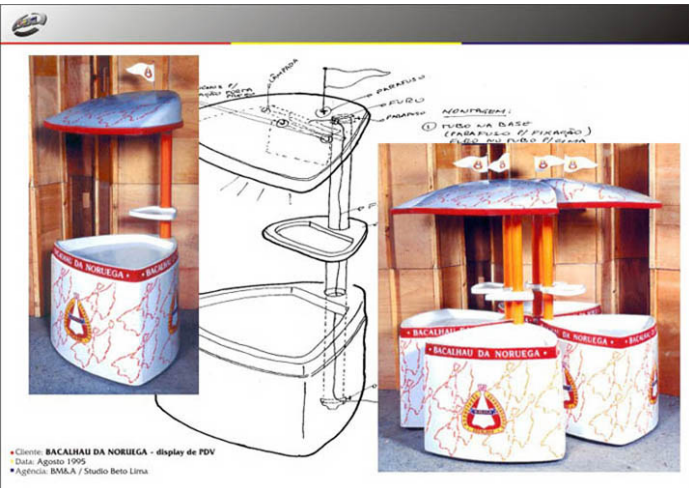
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