

Fernando Barbella

Advertising
Germany

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

Professional Experience and Curriculum Vitae

I started my life in digital advertising in 1996 at a small software development company in Buenos Aires, then I joined OgilvyInteractive Argentina early in 2000. I was made Creative Director in 2002, overseeing a team that included creative and production with the main task of driving creative integration for Motorola, American Express, Dove, Santander Bank, Coca-Cola, Sprite, FIAT, Kodak, IBM, Lenovo, Gillette and Panasonic, among others. Early in 2007 I was promoted to Creative Director of OgilvyInteractive Latina South, leading teams and projects both in Argentina and Chile markets, working on Brahma Beer, Nestlé, Hellmann's, Kraft and Huggies.

I joined BBDO Argentina as Interactive Creative Director in December 2007, moving on to the Experiential Director role in 2010, working on Nike, Gatorade, Pepsi, Cheetos, 7up, Head & Shoulders, Lay's, Doritos, Claro and Mercedes-Benz, among others. The agency became the most awarded in the interactive arena for 3 years in a row. In June, 2011, I moved on to DDB Spain, to be Executive Creative Director, leading both local and global integrated and digital campaigns for Audi as well as helping the agency to leverage the opportunities of the digital landscape with other clients such as Volkswagen, Schibsted Media Group and Movistar. I joined J. Walter Thompson London in 2014 to be Global Creative Director on Microsoft Lumia and Nestlé.

In over 19 years of advertising, I accumulated a lot of experience in several product categories and won several awards, including the Eurobest Awards, London Awards, the New York Festivals, Yahoo! Big Idea Chair, the FWA, the Webby Awards, El Sol Festival, Eagle Awards Mexico, EFFIE Awards, Ojo de Iberoamerica, FIAP, Festival Mundial de Publicidad de Gramado, the Argentine Creative Circle, the IAB Awards, the Wave Festival Brazil, the Cristal Festival, the Deutsche Welle Best of Blogs and the AdAge's "Book of Tens".

I had chaired the jury for cyber at FIAP Festival, the El Ojo Interactivo and the interactive jury at the Argentine Creative Circle in Argentina and the Interactive jury at El Sol in Spain. In 2011, I had served in the One Show Interactive and D&AD digital juries. I'm a member of the Creative Social, the IADAS (International Academy of Digital Arts and Sciences) and I'm also a founding member of Interact, the digital agencies union nowadays spreading all over Latin America.

Always in the mission of preaching about the benefits and new trends of the digital culture, I had taught classes, seminars and conferences about creativity in new media in USA, Canada, Spain, Brazil, Argentina, Chile, Guatemala, Mexico, Panama, Paraguay, Venezuela, Ecuador and Uruguay.

Previous Clientele

Nike, Audi, KitKat, Pepsi, Volkswagen, SEAT, Microsoft, Gatorade, Twitter, Brahma Beer, Doritos, Dove, Coca-Cola, Sports Illustrated, Bosch, Mercedes-AMG, Kleenex, Andrex, Cheetos, 7up, American Express, Sprite, Mercedes-Benz, Santander Bank, Motorola, Panasonic, Lenovo, IBM, Air France.

Awards and Accolades

> August 2018 – Present / Executive Creative Director, FRASER GmbH Berlin
Member of the founding team, helping to build teams and culture and to get new business on a regional level.

> September 2017 – July 2018 / Executive Creative Director, SevenC3 London
Helping the agency to embrace the digital culture, transitioning from publishing company to digital integrated partner. Working on digital business ideas and campaigns for local

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Please kindly get in touch for portfolio works.



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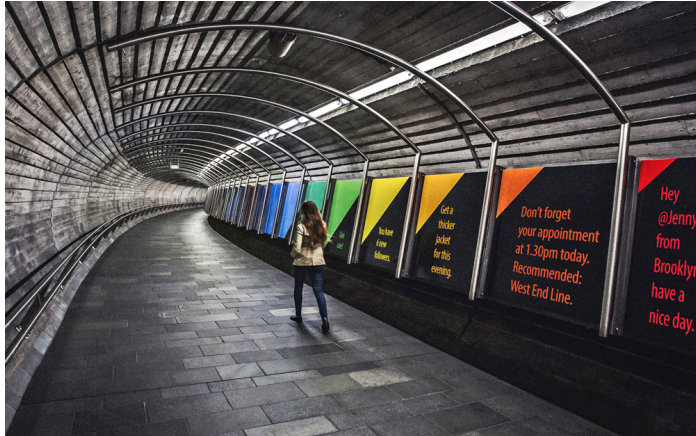


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