

# OCTAVIO MARON

I've been working in advertising and on interactive projects, breaking silos between business and advertising for the past 20 years.

Today I live in New York and work as SVP | Head of Creative and Content at dentsu. I love cooking and eating (of course).

I think internet should be neutral.



## SKILLS

Business development  
Creative & art direction  
Team building, management and leadership  
Digital strategy  
Integrated marketing and advertising  
Product design & development  
Mobile UX/UI

## I'VE WORKED FOR

Apple  
Mozilla  
Lululemon  
Microsoft  
SFMOMA  
Coca-Cola  
Danone  
AB InBev  
Visa  
Chevrolet  
FIAT  
Volkswagen  
Nokia  
Intel  
Nestlé  
Unilever

## I SPEAK

Portuguese  
  
English  
  
Spanish (Basics)

## AWARDS

CCSP  
In Book - Campaign - Chevy Camaro  
Silver - Website - Chevy Camaro  
  
FWA  
Site of the Day - Chevy Camaro  
Site of the Day - Chevy Montana  
  
Wave Festival  
SILVER Digital Campaign - Chevy Camaro  
  
ABRADI  
Chevy Camaro  
Chevy Cruze  
Bradesco Facebook Bank

## SPEAKER

DAN US Summit - 2017  
NBC/Carat Summit - 2017  
Cannes Lions - 2014  
Belas Artes University - 2014  
Social Media Week SP - 2013

## LET'S TALK

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## EXPERIENCE

### SVP, Head of Creative and Content - Executive Creative Director

Dentsu | 2021 - Present

Leading a 55 team of creatives, CXs and UXs professionals. Servicing all the media service line (Carat, iProspect and DentsuX360i), in the US. Working for clients such as Microsoft, Culligan, Cox, Discover, Kroger, Equifax, Anthem, Humana, Levi's, TikTok, Bank of America, among others.

### VP, Executive Creative Director

iProspect | Dentsu | 2019 - 2020

After Fetch Integration to iProspect, I moved to New York to lead both creative and content teams. Developing online campaigns and brand content for clients such as Microsoft, Ann Taylor, Culligan, Bank of America, Levi's, GoHealth, Cox, among others.

### Executive Creative Director

Fetch | Dentsu | 2016 - 2019

Moved to San Francisco, to launch the creative department at Fetch to develop mobile-first campaigns for clients such as Apple, lululemon, Mozilla, Minecraft, Ubisoft, SFMOMA among others.

### Chief Creative Officer

Pontomobi Isobar | Dentsu | 2013 - 2015

Lead a team of 12 professionals across 2 offices, developing apps, platforms, and brands for clients such as AB Inbev, Unilever, Visa, Danone, Gol Airlines, among others.

### Executive Creative Director

AG2 Publicis | 2009 - 2013

Lead a team of 28 professionals across 3 offices, developing sites and online campaigns for clients such as Chevrolet, Bradesco, Groupe SEB, Embraer, Natura, Rio 2016 Olympics, among others.

### Art Director

Bullet | 2007 - 2008

Focused on expanding capabilities, went to work in an experience agency creating activations and events for Unilever, VW, and Nokia.

### Creative Director

A1. Brasil | 2005 - 2006

Lead a team 5 professionals, developing sites and online campaigns for Nivea, Zoomp, Zapping, among others.

### Art Director

Isobar | 2003 - 2004

Developed online campaigns for clients such as Vivo, Coca-Cola, Bradesco, FIAT, among others.