

GABRIELA GUERRA

Mobile: +49 162 2774030
E-mail: gabrielalgp@gmail.com
Portfolio: gabrielaguerra.com
LinkedIn: [guerragabriela](https://www.linkedin.com/in/guerragabriela)

■ LANGUAGES

Portuguese — Native
English — Full Proficiency
Italian — Intermediate
German — I'm trying

■ HONORS & RECOGNITIONS

Jury Member — Spikes Asia by Ascential
Jury member of the Print & Publishing and Radio & Audio categories.
— 2023

See It Be It — Cannes Lions by Ascential
1 of the 15 women globally recognized as a prominent female leader in the industry.
— 2019

25 creatives who fought to change the ad industry
Selected by [Papel&Caneta](#) thanks to [Fair Lions](#).
— 2018

Off Flip Award
Short story selected by a jury of prominent writers; available [here](#).
— 2017

■ ENHANCEMENT COURSES

Ego, Superego, and Id: Freud's Second Topic
Sala Jaú
— 2021

Creative Writing
With writer Ronaldo Bressane
— 2016 to 2018

Design Thinking Action Lab
Stanford Online
— 2013

Brazilian-Italian creative copywriter with over a decade of experience across Latin America and Asia-Pacific. European passport holder.

■ SELECTED EXPERIENCES

BBDO · Düsseldorf, Germany · Senior Creative Copywriter
Development of brand platforms, integrated campaigns, scripts, and content for Henkel, Meta, and ebmpapst.
— July 2023 to Present

Miami Ad School · São Paulo, Brazil (Remote) · Teacher
Theory and practice of the module *Integrated Campaigns*.
— October 2022 to Present

McCann Worldgroup · Singapore · Senior Creative Copywriter
B2B brand activations, campaigns, and content for Cigna Healthcare in Asia-Pacific, Europe, and the Middle East. Other clients: Mastercard, Reckitt.
— October 2021 to June 2023

Saatchi & Saatchi · Singapore · Creative Group Head
Pitches, scriptwriting, concept development, and activation ideas for GSK, Lexus, Central Provident Fund Board (CPF), Food Panda, and IT Cosmetics.
— May 2019 to December 2019

Ogilvy · Singapore · Senior Creative Copywriter
Scriptwriting, concept development, integrated campaigns, and activation ideas for the cosmetics brand Pond's.
— March 2018 to June 2018

Ogilvy · São Paulo, Brazil · Senior Creative Copywriter
Pitches, scriptwriting, concept development, integrated campaigns, and activation ideas for several clients such as Dove, Comfort, Allianz, Pfizer, and BMW.
— July 2016 to February 2018

Almap BBDO · São Paulo, Brazil · Creative Copywriter
Integrated campaigns, scriptwriting, and concept development for several clients such as Visa, Volkswagen, Havaianas, Pepsi, O Boticário, and General Electric.
— August 2011 to June 2016

■ FORMAL EDUCATION

Federal University of Pernambuco
Bachelor's Degree in Social Communication and Advertising
— November 2006 to July 2011

■ REFERENCES

Mari Albuquerque · Creative Director at GUT Brazil
marianaalbuquerque@gut.agency

Brandon Cheung · Asia-Pacific Director of Global Clients at McCann Worldgroup
brandon.cheung@mccannwg.com

Eric Benitez · Design Director at FCB New York
eric.finibenitez@fcb.com