

MARCELO BENUCCI

SENIOR ART DIRECTOR /
EXPERIENTIAL CREATIVE / MOTION

Hi, I am Marcelo Benucci, but you can call me Tchelo. I am a São Paulo-born creative with **10+ years** of experience across art direction, graphic design, motion, branding and brand experience. Driven by curiosity, craft and taste, I create ideas that solve problems, move people and work across formats.

I have worked with agencies such as AlmapBBDO, Ampfy, Ginga, Zmes, REF+, New Vegas and TM1 Brand Experience, creating for brands including Microsoft, Disney, Netflix, Itaú BBA, Shell, iFood, Guaraná Antarctica, Gillette and Pantene. Beyond campaigns and experiences, I bring strategic branding, visual identity, audiovisual culture and AI-assisted workflows to shape clear, memorable work.

CREATIVE FOCUS

Art Direction

ExperientialBrand Activations

Creative StrategyBrand Experience

Integrated CampaignsBranding & Identity

Immersive StorytellingMotion Design

AI-Assisted Creative Workflows

WORKING STYLE

Creative LeadershipHands-on Craft

Client PresentationsClear Rationale

AdaptabilityGlobal Collaboration

Curiosity for Emerging Tools & Methods

SELECTED CLIENTS

Microsoft, Disney, Netflix, Itaú BBA, Shell, Vale, XP Investments, Mercado Livre, iFood, Guaraná Antarctica, Gillette, Pantene.

EDUCATION

ESCOLA CUCA2020
Art Direction, Copywriting,
Creative Process & Storytelling.

LAYER LEMONADE2019
Essential Motion Design.

FMU / FIAM-FAAM2016 - 2018
Associate Degree in Graphic Design.

FACULDADE DAS AMÉRICAS2015 - 2016
Bachelor's Degree in
Advertising & Marketing.

EXPERIENCE

TM1 / BRAND EXPERIENCE

2023 - Present

Senior Art Director

Creating experiential campaigns, brand activations and visual systems for **Microsoft, Disney, Netflix, Shell, Itaú BBA, Raízen, Vale, XP Investments, Mercado Livre** and **iFood**.

NEW VEGAS

2022 - 2023

Senior Art Director / Motion Designer

Developed concepts, visual assets and motion-led deliverables for **Gillette, Downy, Pantene, Oral-B, Vick** and **Ariel**.

REF+

2022

Senior Art Director

Created campaign and brand communication work for **Barilla, Oracle, Porto Seguro Bank** and **Decolar**.

ZMES

2021 - 2022

Senior Art Director

Worked on digital, brand and campaign projects for **Philip Morris, WeWork, Eudora** and **Raia Drogasil**.

GINGA

2020 - 2021

Art Director

Created work for **Tok&Stok, Itaipava, Polenghi, Frescatto** and **Île de France**.

AMPFY

2020

Art Director / Freelance

Created work for **Melitta, Andorinha, Iguatemi, Risqué** and **Vero**.

ALMAPBBDO

2019 - 2020

Art Director

Created work for **Guaraná Antarctica, Bradesco Seguros, Boehringer Ingelheim** and **Havaianas**.

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