



Mentor Furquim Muniz Neto

Creative Director/CCO

Advertising, Digital, and Content Creative Director successful at leading creative teams through the development of effective engagement storytelling.

HIGHLY SKILLED AT CREATING AND IMPLEMENTING STORYTELLING STRATEGIES

SUCCESSFULLY MANAGED CREATIVE TEAMS WITH A FOCUS ON PROFITABILITY

DEVELOPED, CREATED, PLANNED, AND DELIVERED STRATEGIES TO THE TOP CONSUMER BRANDS, LOCALLY AND REGIONALLY

DEVELOPED CAMPAIGNS FOR END CONSUMERS, SHOPPERS AS WELL B2B STRATEGIES, EVENTS AND ENDOMARKETING

LONG-TIME EXPERIENCE MANAGING ONE OF THE BIGGEST INTEGRATED COMMUNICATIONS AGENCIES IN BRAZIL

MANAGE THE DIGITAL PLATFORM OF THE AGENCY WITH MORE THAN 2.5M CONSUMERS

AWARDS & DISTINCTIONS

First two Promo **Cannes Lions** of Brazil (2008).

Over 250 awards including **Cannes Lions**, **D&AD**, **London Festival**, **El Ojo de Latino America**, **Wave Festival**, **Effie**, and **Clube de Criação de São Paulo**.

Caboré (Agency) 2008.

One of the three **most influentials Creative Professionals** at the **Scope Report** in 2014 and 2015.

One of the **ten Promo Creative Professionals** of the decade in 2008 and 2016.

PROFILE

Great knowledge of creative processes working in the Creative Departments of agencies such as ALMAP/BBDO, JWT, and McCann.

Founder, Senior Partner, and CCO of Talkability/Bullet Group, the biggest, most effective, and most awarded Integrated Communication Agency of Brazil.

Juror of Cannes Lions Festival, El Ojo de Latino America, Wave Festival, and Clube De Criação de São Paulo.

McCann Worldwide Creative Council member (2000 - 2006).

Proxima Meio&Mensagem consultant (2008 - 2010).

Clube de Criação de São Paulo director (2012 - 2016).

CONAR consultant (2017 - present).

Frequently writes for trade publications such as Meio & Mensagem, and Propaganda & Marketing.

Over 180.000 followers on Facebook.

Over 150.000 followers on Twitter.

Weekly columnist on ISTOÉ magazine.

Four published short story collections: **Ódio**, **Raiva**, **Ira e Outros Prazeres Diários** (Ed. Dash, 2016); **Proibido Estacionar e Outras Histerias Urbanas** (Ed. Dash, 2017); **Familia, Amigos, Amores e Outros Usos do Prozac** (Ed. Realejo, 2018); and **Crônicas de A a Z** (Ed. Realejo, 2019).

CAREER HIGHLIGHTS

SPINOFF DIGITAL/DATA DRIVEN ACTIVATION

founder, senior partner, and ceo

In 2021, Neto founded the first Data Driven Activation Agency in Brazil, managing a database of 2.5M consumers.

TALKABILITY/BULLET GROUP

founder, senior partner, and chief creative officer

Managed a team of 150 advertising and marketing professionals. Created highly successful digital and shopper strategies for various platforms to attract customer engagement, leveraging sales in over R\$ 2 billions in the last 20 years for clients such as Unilever, Coca-Cola, Nestlé, P&G., Ford, Volkswagen, VISA, MasterCard, and Itaú. Effectively and concurrently managed over 250 accounts to increase company revenue, including the Creative Direction of two Olympic campaigns for Coca-Cola and two Latin American World Cup campaigns for MasterCard.

JWT, WPP

senior art director/copywriter

Created storytelling campaigns, for clients such as Havaianas, Unilever, and Nestlé. Managed campaigns with specific focuses in order to meet customer needs and creative visions. Developed strategic communication and marketing plans. Contributed to the creative process through original ideas and inspiration.

ALMAP, BBDO

senior art director

Created storytelling campaigns, for clients such as Unilever, VISA, and Volkswagen. Managed campaigns with specific focuses in order to meet customer needs and creative visions. Developed strategic communication and marketing plans. Contributed to the creative process through original ideas and inspiration.

EDUCATION & SOCIAL

BBA, Advertising, Escola Superior de Propaganda & Marketing - ESPM
HIGH SCHOOL, Instituto Mackenzie

TRILINGUAL, Portuguese (Native), English (Fluent), Spanish (Fluent)

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Av. Barão de Monte Mor, 50 apt 61,
São Paulo, ZIP 05687-010

+55 11 98999-6386

neto@spinoff.digital

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