

<b>Name:</b>	José Renato
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<b>Nationality</b>	Brasileiro / Brazilian Born in Sao Paulo, Brazil on 10/04/69.
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<b>English Language</b>	Intermediate / technical literature.
<b>Others</b>	Two children.

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**EXECUTIVE MANAGEMENT COMMUNICATION PROJECTS / CREATION DIRECTOR  
[MARKETING / WEB / MULTIMEDIA]**

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## 1. SUMMARY

More than 9 [nine] years of experience in development and project management of corporate communication and internal marketing involving various media, such as digital media, video and print media. The experience gained from these projects include the development of proposals and agreements, the definition of data architecture and management of production processes, execution and delivery.

More than 15 [fifteen] years of experience in production and project management of media such as cinema advertising and authorial, corporate videos, documentaries and television programs.

Graduate in Fine Arts by FAAP - SP, and Post-Graduate in Communication with an emphasis on interactive media For SENAC SP.

## 2. PROFESSIONAL EXPERIENCE

### Executive / Business Management

- Responsible for setting strategic focus and procedures of project management's area company.
- Responsible for defining and managing project budgets.
- Responsible for scope's definition, information architecture and technical requirements.
- Leadership, coordination and management of internal development teams [creation and production] for the development of campaigns and communication projects.
- Responsible for recruitment, including contact with vendors in the area of recruitment and selection, ranking of curricula, definition of technical tests and trials are held for an interview.
- Responsible for outsourcing and briefing of specialist suppliers for each project.

### Production Campaigns Business

- Media planning and research internal communication channels for the marketing business and internal marketing.
- Responsible for the assembly, the definition and management of marketing budgets.
- Participation (with teams) to create concepts for campaigns [corporate and internal

marketing] and the company responsible for implementing the concept in graphics and digital media.

- Creative Direction of pieces of institutional identity, such as logos, folders, brochures and presentations.
- Production projects for companies such as Unilever (South America and UK), Boehringer Ingelheim, Kimberly Clark, Senac, among others.

#### **Production WEB / Multimedia**

- Project management of digital media such as web pages, intranets, Web Streaming, from setting budgets, information architecture and technical requirements to final implementation.
- Responsible, with the group, the aesthetic research and application of new techniques in digital design tooling.
- Coordination and supervision of multidisciplinary teams such as care professionals, experts in web programming systems, creation and digital production and printing.
- Production design to company such as Boehringer Ingelheim, AVON, Senac, Banco Real-SANTANDER, KRAFT, Imaflora Ong, Ong IIEB, among others.

#### **Manager / Project and Video institutional**

- Executive Producer and Production Management for corporate videos, training and motivational videos for clients such as Otto Baumgart, Unilever, Boehringer Ingelheim, Senac, Ong CIEDS, Natura and others.
- Responsible for the alignment of the briefing with the creation of scripts and production items.
- Responsible for defining and managing production budgets.

#### **Production of Film and Video**

- Producer of commercial films and Institutional [video and film] in film production companies such O2 Filmes, Movies Adrenalina, GE and others.
- Producer of the Feature Film Release "Kenoma" by Eliane Caffé.
- Production / coordination of scene and leasing programs for television networks Bandeirantes and Globo.

#### **Authorial Projects**

- Produced, directed and edited the webtvshow Viagens Sabaticas ( Sabbaticals Travels) - [www.vimeo.com/viagensabaticas](http://www.vimeo.com/viagensabaticas)
- Produced, directed and edited the video Short Film: "Viable" - Minidv - 2006
- Conceptualized and created the interactive hypermedia "My Place" with short videos and interactive animations - International Festival of Electronic Language [FILE 2006].
- Participated in group exhibitions of photography and art in Sao Paulo in the 90th.
- Acted as art director, designer and photographer from the scene in short films awarded the Nobel Encouraging the state of Sao Paulo. [ "The headline," 96 / "Red Card", 95].

### **3. PROFESSIONAL**

- DOBRA Digital, from 2000 til now - Executive Director / Managing Partner.
- Promofilm Brazil, 2000 - Coordinator / Producer for TV.

- **TV Bandeirantes**, 1999 - Producer of TV;
- **TV Globo**, 1997/98 - Producer of TV;
- **AF. Film and Video**, 1997 - Producer Feature Film 35mm [ "Kenoma" by Eliana Caffé];
- **Adrenaline Films / XYZ Productions / Fine-Movies, Cinema 8 / EB-Productions / O2 Filmes**, 1992 to 1996 - Free-lance writer and Producer of Film and Video Advertising, Training and Development;
- **Studio Guy Francis Weber / Norton Advertising / Wave-Press Photojournalism**, 1988 to 1992 - assistant photographer, photojournalist and a laboratory technician PXB;

#### 4. EDUCATION

- **Graduate SENAC - Center for Communication and Arts.**  
Latu Graduate Programs in Communication and the Arts with an emphasis on interactive media. Course for specialization in visual communication. Approach anthropological concepts visual, studies of new media and convergence techniques, graphic and digital representation, construction parameters of interactivity of digital / virtual
- **University Graduates - Fundação Armando Alvares Penteado - FAAP.**  
Degree in Fine Arts. Course for teacher training in the arts. Absorption and application of aesthetic concepts, studies of art history, semiotics and assumptions of visual perception, imaging techniques and three-dimensional.
- **Extension courses.**
  - **Entrepreneur**  
**SEBRAE** - Course of business and management training for new entrepreneurs under the heading "Guidance for the credit."  
**LABSSJ - Labs (Business)** - Course management training and optimizing opportunities for entrepreneurs.
  - **English** - Modern America Institute - Course for speaking and writing in English. Regular field.
  - **Photography** - Workshops Oswald de Andrade - Course-workshop on aesthetic and technical improvements in artistic photography. Workshops, lectures and workshops with renowned photographers. Duration of 8 months.

#### 5. SOFTWARES

- **MacOS platforms and Office suites Windows / OS X - PPT / Word / Outlook / Word Processing**, spreadsheets and presentations - Domain in software publishing of texts and presentation [Office suite Word / PPT] and Image [Photopaint / photo editor] . Internet navigation and messengers [Outlook / Mozilla / Safari].
- **Axure RP Pro** - Application for production and design of wireframes and definition of information flow with application of tools - Environment Windows
- **Video Editing** - Adobe Premiere / Final Cut - Domain in building scripts and concepts for editing images and sounds, transitions, and effects. Scanning and file compression. Domain regular software.
- **Graphics** - Photoshop / Illustrator/ - Advanced Imaging and construction of graphical layouts. Trace graphics. Creation of digital interfaces for web and multimedia and videography.