

GIOVANNI SCOPECE - SENIOR ART DIRECTOR

Portfolio - www.giovaniscopece.com

Languages - Italian, English

EXPERIENCES

Freelance Senior Art Director

// Clients: **FP7 McCann** (Mastercard, Aldar, Dettol), **RAPP** (Mercedes Benz), **Saatchi & Saatchi** (Visa, Merex Investment, Nana, Samsung, Nivea, Oreo, ADCB Bank, ADREC, ADNOC, SGH), **M&C Saatchi** (Meydan, City Walk, Modon, Hudayriyat), **Magnitude Digital** (Hardees, Krispy Kreme, Wimpy, Britannia Milk Bikis Minis), **Kearney** (NHC), **Antkiss** (Property Finder).

FP7 McCann Dubai

Art Director . 2021 - 2023

// Clients: Mastercard, L'Oreal Paris, Aldar, Heinz

Publicis Groupe Singapore

Art Director . 2019 - 2021

// Clients: Samsung, Audi, MG, Nespresso, Disney, Panadol, Ferrero, Nutella

Ogilvy & Mather Tokyo

Creative Intern – Art Director . 2018

// Clients: Tokyo FM, Olympus, CocaCola

ARGONAUT San Francisco

Creative Intern – Art Director . 2018

// Clients: MetLife, Cricket, CodeTenderloin

Ogilvy & Mather New York

Creative Intern – Art Director . 2018

// Clients: Ikea, Siemens

Facebook Hamburg

Art Director Junior “4 Seconds Projects” . 2017

// Client: Labello

EDUCATION

Master of Science, Kreation and Management, Steinbeis University

Thesis: To analyze the impact of advertising into the mind of children.

Berlin, Germany.

Diploma, Art Direction, Miami Advertising School Europe

Hamburg, Germany.

Bachelor, Cinema and Media Engineering, Polytechnic University

Torino, Italy.

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JUROR & LECTURER

Canadian University Dubai

Design Final Exam Juror . 2022

First Media Design School Singapore

Design Guest Lecturer . 2020 - 2021

Film Festival Torino

Juror . 2015 – 2016

HONORS & AWARDS

Received over 90 shiny metals in major international awards shows, including: **Guinness World Record, Cannes Lions, Lynx, New York Festival, Epica, One Show, Clio Award, Future Lions, Adobe, SIA summit, Caples, Applied Art, Effies, Lurzer's Archive, Facebook 4 seconds film, MAD STARS, Webby.**

PUBLICATIONS

Featured in top-tier titles across international markets including: **The Guardians, CNN, BBC, Forbes 30 under 30, Sky Sport, ESPN, wallstreetonline, Fox News, USA Today, EUROSPORT, Bloomberg, Independent, Reuters, Muse, NBC News, Al Jazeera, Time Out, NBC Boston, La Stampa, Ads of the World, AdAge, Guinness World Record, Campaign Middle East, Muse, The Korean Herald, Fox Detroit, Little Black Book, INDEPENDENT**

