

HENRIQUE ZIRPOLI

Creative Director, Copywriter

henriquezirpoli.com • henriquezirpoli@gmail.com • +65 8833 0875

SUMMARY

Brazilian creative with 12 years of experience in advertising.

* EU Citizen

AWARDS

Clio Sports

1 Grand Prix, 1 Silver

Clio Entertainment

1 Silver

D&AD

1 Wood Pencil, 1 Shortlist

FIAP • Iberian America

1 Gold, 2 Silver, 2 Bronze

El Ojo • Iberian America

1 Silver, 4 Bronze

Brazilian Creative Club

3 Silver, 3 Bronze, 8 Merit

One Show

1 Merit

Cristal Festival • France

1 Grand Prix, 1 Gold

Lusófonos • Portugal

2 Grand Prix, 3 Gold,

1 Silver, 1 Bronze

Wave Festival • Latin America

1 Bronze, 2 Shortlist

Cannes Lions

3 Shortlist

Ad Stars

1 Crystal

LANGUAGES

English • Fluent

Portuguese • Native

Spanish • Basic

MAIN EXPERIENCES

Publicis • Singapore

Clients: Heineken, Tiger Beer

Creative Director

— June 2020 to the present

Associate Creative Director

— February 2018 to June 2020

Leo Burnett • São Paulo, Brazil • Sr. Creative Copywriter

Clients: Samsung, Fiat, Disney, Schin, Jeep

— March 2015 to January 2018

Miami Ad School • São Paulo, Brazil • Teacher

Course: Integrated Campaigns

— April 2016 to December 2016

J. Walter Thompson • São Paulo, Brazil • Creative Copywriter

Client: Ford Motors

— August 2014 to March 2015

Africa • São Paulo, Brazil • Creative Copywriter

Clients: Itaú, Mitsubishi, Vogue, Glamour, Lupo, Bimbo, Embraer, Uol

— September 2012 to July 2014

Age Isobar • São Paulo, Brazil • Jr. Creative Copywriter

Clients: British Airways, Adidas, Mattel, PwC, Bradesco, Ultragaz

— March 2011 to August 2012

EDUCATION

School of Visual Arts • New York, USA

Continuing Education Courses

— Winter/Spring 2010

Catholic University of Pernambuco • Recife, Brazil

Bachelor's Degree in Social Communication and Advertising

— 2009

Singapore American School • Singapore

High School Diploma

— 2004

Seoul Foreign School • Seoul, South Korea

High School

— 2001 to 2003

REFERENCES

João Caetano Brasil • ECD at Energy BBDO • joacaetano@hotmail.com

Vico Benevides • ECD at GTB Brazil • vbenevides@yahoo.com
