



Leonardo Rosa Borges
Executive Creative Director / Art Director

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Online portfolio: www.LeoRosaBorges.com

Leo is a multi-award-winning advertising executive creative director, with over 20 years of international experience in major ad agencies. He has a proven history of excellence in creative leadership, building teams, leading and creating award-winning work. His experience spans TV, video, social media, digital-first, mobile-first, and 360 campaigns.

He works smoothly alongside strategists, producers, executives and clients to deliver creative solutions that actually make a difference. He is a passionate creative leader, innovative thinker and craftsman. Loves to share his knowledge. Really good with a calligraphy pen. All-around nice guy.

JOB EXPERIENCE

Executive Creative Director at Havas, Dubai - UAE: August 2024 to present

Main focus: To oversee creative, content, and production teams, leading campaigns for major brands like Adidas, Virgin Mobile, Levi's, and ACDelco. To lead all creative initiatives, build efficient teams, and foster a culture of creative excellence. To work closely with key clients to deliver award-winning work. As a member of the European Creative Council, to elevate Havas' presence in global award shows.

Achievements: Won several international awards, such as a Glass Grand Prix at Dubai Lynx, a D&AD Pencil and Havas' Middle East first Gold LIA. Led Havas ME to #3 Havas agency in the EMEA network. Grew the creative team from 19 to 45 members across Dubai and other regions. Onboarded Havas Middle East's largest client, Jumeirah, implementing optimized processes that allow us to produce 1,500 content pieces per month. Led successful new business pitches, overdelivering on new-business revenue goals.

Freelance Creative Director (BBDO LA, Bose): March 2023 to August 2024

Main focus: Worked with BBDO assisting on the launch of the AT&T "changes" campaign. Worked inhouse with the Bose team to launch a category-first storytelling-driven campaign for the Bose Ultra Soundbar.

Creative Director at Moontide, CA - USA: December 2021 to March 2023

Main focus: To lead and build the creative department, bringing the focus of a traditionally digital agency to creative excellence. To re-brand the agency and shift the culture towards innovative thinking and creativity. To concept, lead and execute, alongside with my team and external vendors, full-funnel campaigns for start-ups and established brands. Oversee the execution and ensure creative excellence for all creative deliverables, including TV and

digital-first video campaigns, paid social assets, landing pages, websites, graphic design and brand identities.

Achievements: Won various business pitches. Rebuilt creative team with idea-first creatives. Introduced proprietary tools to measure success of creative campaigns and provide data for future improvements. Introduced the use of AI tools to aid ideation and to increase efficiency in lower-funnel deliverables.

Associate Creative Director at Saatchi&Saatchi LA, CA - USA: February 2016 to December 2021

Main focus: Creative leadership, concept creation and art direction in digital and traditional advertising, specially for multi-million-dollar international and national TV, OOH, print, digital, social, and integrated campaigns in the automotive industry. Collaborating with strategy, client servicing, data intelligence and production departments to ensure creative excellence across all deliverables. Directing creatives and vendors to deliver world-class quality aligned with campaign objectives. Liaising with clients and selling ideas.

Achievements: Created highly acclaimed Toyota's Super Bowl 2020 commercial. Created and produced various multi-million-dollar campaigns, including a "Toyota Sports" campaign, awarded by Clio Awards. Led idea-generation sessions for high-profile projects and directed members of the creative team to create innovative digital and traditional ideas, positively impacting agency culture.

Sr. Art Director at RPA, Santa Monica, CA - USA: December 2013 to January 2016

Main focus: Concept creation and art direction in advertising, specially for national and regional TV and integrated campaigns. Directing vendors and partners to deliver world-class quality aligned with campaign objectives.

Achievements: Led and oversaw creatives in traditional and digital projects, including award-winning work. Created the multi-spot Fit For You TV campaign, which picked up a number of awards and media mentions. Created the 2015 Happy Honda Days campaign, that continues to be re-booted to this day. Created a program to incentivise and reward proactive thinking, raising morale in the creative team and quality in the work.

Sr. Art Director at Memac Ogilvy & Mather, Dubai - UAE: July 2012 - November 2013

Main focus: Concept creation and art direction for advertising, specially for TV commercials, print, out-of-home and 360 campaigns for the local UAE market and wider MENA region.

Achievements: Created UN Women's "Autocomplete Truth" campaign, which won top awards in every major festival, and reached billions of people. Created award winning cause-related campaign for Coca-Cola's water brand Arwa, which provided drinking water for more than 10,000 Syrian refugees. Created award-winning campaign for Sprite that relieved the plight of the near-slaves construction workers of Dubai through sports.

Sr. Designer/Group Head of Design at Memac Ogilvy & Mather, Dubai - UAE: October 2008 - July 2012

Main focus: Leading a team of 8 creative designers, working on design and advertising projects in different areas of communication, from print and out-of-home advertising to digital communication and branding.

Achievements: Led the design team to win several design-focused awards locally, and internationally. Created and crafted internationally acclaimed work. Raised the art-direction level of the agency to world-class, and helped raise Ogilvy Dubai from oblivion into the top 10 Ogilvy offices in the world.

Sr. Designer at Artobrand, Manama - Bahrain: February 2008 - September 2008

Art Director at various Design and Advertising agencies, Recife - Brazil: May 2003 – January 2008

KEY SKILLS

Creative leadership | Creative direction | Design Thinking | Presenting and selling ideas | Public Speaking
Client relationship | Art direction | Strong design skills | Interpersonal communication
Technical: Chat GPT | Midjourney AI | Figma | Adobe Creative Suite | Photoshop | Premiere | Illustrator
InDesign | Keynote | Procreate

EDUCATION

Graduate at the Berlin School of Creative Leadership CCLP, 2019

Berlin School of Creative Leadership CCLP programme, Cannes – France

Lato-sensu postgraduation diploma – Marketing Management, 2006 (incomplete)

Universidade de Pernambuco – UPE (Pernambuco State University), Recife – Brazil

Bachelor's Degree – Graphic Design, 2003

Universidade Federal de Pernambuco – UFPE (Pernambuco Federal University), Recife – Brazil

KEY AWARDS AND RECOGNITION

Get in touch if you'd like to see a detailed list of achievements.



CANNES LIONS

- 1x Titanium
- 3x Gold
- 2x Silver
- 1x Bronze
- 1x National Diploma



THE ONE SHOW

- 1x Gold
- 1x Silver
- 1x Bronze
- 3x Merit



CLIO AWARDS

- 2x Bronze



D&AD

- 3x Wood Pencil



LIA

- 1x Gold



EPICA AWARDS

- 1x Silver



GOLDEN DRUM

- 1x Grand Prix



BEST OF OGILVY

- 2x Awarded



DUBAI LYNX

- 1x Grand Prix
- 13x Gold
- 4x Silver
- 12x Bronze



LÜRZER'S ARCHIVE MAGAZINE

- 3x Featured



NY FESTIVALS

- 2x Bronze
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LANGUAGES

Portuguese (BR), native

English (US/UK), fluent

Please visit my online portfolio website:

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