

# Kiko Ponce

Brazilian

Spanish citizen

44 years old - married - one daughter

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## Chief Creative Officer and Marketing / Communication Director

A professional that has experience in different communication disciplines as Promo, Direct Marketing, Activation, Design, Trade marketing, Advertising and Art.

### Experience

#### Chief Creative Officer and Partner

##### Mnemonik Communication • São Paulo - Brazil

October 2007 – Present

Clients: Nestlé, Pepsico, Kimberly Clark, Sanofi, Merck Sharp and Dohme - MSD, Bayer, Bunge, Copper-tone and Dr. Scholl's.



#### Creative Director

##### Momentum Worldwide - McCann Worldgroup • São Paulo - Brazil

July 2001 – May 2007

Leading the creative team in São Paulo - Brazil.

HFD (Human Future Development) Officer at McCann Worldgroup.

Clients: Nestlé, Mastercard, General Motors Company, Motorola, Unilever, Colgate and Lexmark.



McCANN  
WORLDGROUP

#### Senior Art Director

##### US Pontocom - Advertising and Direct Marketing

February 2001 – July 2001

Clients: C&A, PubliFolha, Claro Telecom (BCP) and Sudameris Bank.

#### Senior Art Director

##### QG Communication - Advertising - Talent Group

May 2000 - February 2001

Clients: Banco do Brasil, Aché Laboratory and Itau Bank.



#### Senior Art Director

##### New Style - Promo - abc, Group

January 1999 - May 2000

Clients: Kraft Foods, Vodca Smirnoff, Anheuser-Busch InBev, TIM Telecom and BR Foods (Sadia).



#### Junior Art Director

##### Ponto de Criação - Promo

January 1993 - December 1994

Clients: Philip Morris, America Restaurant and Intergraus Education.



**Languages:** Portuguese - Native; English- professional working proficiency; Spanish - professional working proficiency

## **Education**

**ESPM - Escola Superior de Propaganda e Marketing - São Paulo - Brazil**  
**Social Communication - Advertising**

1990 – 1994



**Centro Universitário Belas Artes de São Paulo - Brazil**

Visual arts - Bachelor

1989



## **Courses**

**HFD (Human Future Development) Education Program - McCann WorldGroup - Palm Beach - USA**  
2005

**HFD - World Creative Directors Workshop - McCann Worldgroup - Cannes - France**  
2006

**Anglo World English School - Poole - England - UK**  
1997 -1998

**Cambridge University - UK**

Certificate in English

1998



**Escola Panamericana de Arte e Design - São Paulo - Brazil**

Advertising layout, Drawing, Photograph and Design.

1984 - 1986



## **Best Honors and Awards**

**Gran Prix - Professional of the Year - Promo São Paulo**

Colunistas Awards 2005



**Best Campaign - Sales Volume - "Nestlé e Você - Junta Brasil"**

AMPRO Globes Awards 2006

**Best Campaign - Loyalty - "Nestlé e Você - Junta Brasil"**

AMPRO Globes Awards 2006

**Gold medal - Best Idea or Innovation and Best Sponsorship Campaign**

**"1ª Copa Credicard Technoball"**

AMPRO Globes Awards 2005

**Silver medal - Best Campaign / Event Marketing - "1ª Copa Credicard Technoball"**

AMPRO Globes Awards 2005

**Bronze medal - Best Brand Campaign - "2ª Copa Credicard Technoball"**

AMPRO Globes Awards 2006

**Gold medal - Best Campaign B2B - "1º Leilão Inovação - Agrozurita"**

AMPRO Globes Awards 2006

**Silver medal - Best Design - "Category Growth - Nestlé Purina"**

Colunistas Awards 2012

***International Trips***

USA, Mexico, Costa Rica, Caribbean Islands, Colombia, Peru, Chile, Argentina, Spain, Portugal, England, Scotland, France, Monaco, Belgium, Italy, Switzerland, Netherlands, Denmark, Sweden, Norway, Czech Republic, Hungary, Australia, New Zealand, French Polynesia, Maldives and United Arab Emirates.

***Causes that I care about:***

Arts and Culture, Children, Civil Rights and Social Action, Disaster and Humanitarian Relief, Economic Empowerment, Education, Environment, Health, Human Rights, Politics, Animal Welfare, Poverty Alleviation, Science and Technology and Social Services.