

Marcio Leite

ACD | Copywriter | Conceptual Creative

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PROFILE

I am Marcio, also known as 'marciomilk,' a dual national (Brazil & UK) Associate Creative Director recognised for my achievements in conceptual creativity, copywriting, creative strategy, pitching, and team leadership.

My passion lies in crafting innovative, digitally-driven concepts that leave a lasting impression. Whether it involves developing new advertising campaigns, one-of-a-kind activations, sparking engaging conversations, or fostering meaningful connections, I find great satisfaction in witnessing the significant impact of my work.

With a wealth of experience spanning two decades, I have honed my skills in Integrated and Digital Advertising, Branding, Shopper Marketing, Experiential Marketing, Product Development, Gaming, Virtual Worlds, AR, and Pitching. Currently, I am embarking on an exciting journey into the world of AI, harnessing its capabilities to enhance my creative output.

PROFESSIONAL EXPERIENCE

2018 – present
Amsterdam,
Netherlands

media.monks, Associate Creative Director

I joined the Pitch team at media.monks and had the opportunity to participate and lead several pitches for clients such as Nike, Google, Supercell, Amazon, Singapore Zoo, hulu, Red Bull, Netflix and Meta. Currently I'm a Creative Lead and ACD for VR projects - RealityLabs - for META

2017 – 2018
London, UK

Geometry WPP, Senior Creative Copywriter

At Geometry, I had the opportunity to work as an ideas driven creative copywriter with focus on digital and shopper marketing, retail branding, experiential and activations, for brands such as Emirates, HSBC and GSK

2014 – 2017
London, UK

Havas UK, Creative Copywriter

At Havas, as a conceptual creative copywriter, I had the opportunity to work on pitches, campaigns and tech projects with focus on digital innovations, social, films and CRM for clients such as Dove, Peugeot and Easyjet.

- 2013 – 2014
London, UK
Freelancer, Creative | Copywriter
For a year I joint the ventures of freelance work and had the opportunity to work across several projects and pitches at Collective London, Isobar, HUGE Inc, MediaBlaze, Razorfish, McCann London and DraftFCB.
- 2008 – 2013
London, UK
MRM Meteorite | McCann WG, Creative Copywriter
At MRM, as a creative copywriter focused on digital innovation, I worked on clients such as Intel, HP, Mastercard, Vauxhall and Battersea Dogs & Cats.
- 2007 – 2008
Brasilia, Brazil
Agenciaticlick Isobar, Digital Creative Copywriter | Creative Strategist
At Agenciaticlick, as part of a creative team, I was responsible for creating decks for pitches and projects focused on web. I worked with clients such as FIAT, CAIXA, Unicef, Estadao and Embratur.
- 2006 – 2006
Sao Paulo, Brazil
Africa Propaganda, Creative
For a year, I had the opportunity to join Africa at Sao Paulo and work on several campaigns and web projects for clients such as Brahma, Nivea and Mitsubishi.
- 2005 – 2005
Rio de Janeiro, Brazil
Creative | Core Writer, Tatil Design
At Tatil design I had the chance to work together with branding and design teams on visual briefs, experiences, POS and events projects for brands such as Nokia and Tim Telecommunications.
- 2004 – 2005
Rio de Janeiro, Brazil
HAVAS EURORSCG Contemporânea, Jnr Creative
At Contemporanea I worked as a junior copywriter on integrated campaigns and pitches for clients like Firjan, o Globo, Icatu Hartford and Eletrobras.
- 2002 – 2003
Brasilia, Brazil
SETTEGRAAL Nossagência, Jnr Creative Writer
At Settegraal I worked as a junior creative on integrated campaigns for brands like Colegio Galois.

EDUCATION

- 2020
Amsterdam, NL
Domestika, SPARK AR Course
- 2013
London, UK
STEER London, Front End Development Course | html, CSS, js
- 2012
Brighton, UK
Hackspace Brighton, Introduction to Arduino | Protosnap
- 2012
London, UK
DECODED 2012, Code in a day | html5, CSS, js
- 2012
London, UK
IELTS International English Language Testing System,
General Test/Proficiency in UK English Certificate

2011
London, UK **HYPERISLAND Masterclass London 2011,**
Executive Business Development.

2010
Stockholm, Sweden **BERGHS School of Communications,** Interactive Communications

2010
London, UK **Birkbeck University of London,** Grammar for writing NNSE

2009
London, UK **Saint Martins School of Arts & design,** Drawing Course

2000 – 2004
Brasilia, Brazil **UniCeub,** Bachelor in Advertising, Social Communication Studies

1991 – 1998
Brasilia, Brazil **CASA THOMAS JEFFERSON,** English Advanced Course

SKILLS

Creative Concept Copywriting Creative Strategy Google Suite Adobe CS

Generative AI Game Design

AWARDS

Guinness World Records - Largest AR screen experience,
Department of Culture & Tourism Abu Dhabi | Guinness World Records

AWWWARDS Site of the Month, AWWWARDS 2021
Google Umami Land

TheFWA Site of the Month, TheFWA
Google Umami Land (2021), Google Hive Drive (2019)

TheFWA Site of the Day, TheFWA
Google Umami Land (2021), Google Hive Drive (2019), Lufthansa Life Changing Places (2020),
Hulu has live sports Game (2019), Supercell Brawl Stars 8-Bit Games (2020), Nike Air Jordan XXXV
(2020)

CSS Awards, CSS Awards
Google Umami Land

Creative Pool Top 100 teams 2016, Creative Pool

DMA Awards 2013, 2014, DMA

Marketing Week Engagement Awards 2013, Marketing Week

NMA Special Award for Innovation 2013, NMA

54th Cannes Lions Shortlist 2007, Cannes Lions

Top Innovative Ideas of the year 2007, Yahoo! Big Idea Chair Award

2nd Prêmio Colunistas Brasil - Promotional, Prêmio Colunistas Brasil

23rd Prêmio Colunistas DF - Online, Prêmio Colunistas DF