

# GIOVANNI SCOPECE - SENIOR ART DIRECTOR

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**Portfolio** - [www.giovaniscopece.com](http://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),  
**M&C Saatchi** (Meydan, City Walk, Modon, Hudayriyat), **Magnitude Digital** (Hardees, Krispy Kreme).

### FP7 McCann Dubai

Art Director . 2022 - 2023  
// Clients: Mastercard, L'Oreal Paris, Aldar, Heinz

### Publicis Groupe Singapore

Art Director . 2019 - 2022  
// 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.

**Mail** - [giovaniscopece2@gmail.com](mailto:giovaniscopece2@gmail.com)

**Linkedin** - [linkedin.com/in/giovanni-scopece](https://www.linkedin.com/in/giovanni-scopece)

## 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:  
**Guinnes 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**

