

Pedro Bacic

Creative Director // Art Director

contact@pedrobacic.com

786 972 7681

pedrobacic.com

ABOUT ME

Born in Brazil and raised in America, I am a creative art director blending the passion of my Brazilian roots with the disciplined work ethic of the US. Holding dual citizenship in both Brazilian and American cultures, I bring a unique perspective to my work.

With a career spanning renowned ad agencies such as JWT, DDB, and Leo Burnett, I've had the privilege of crafting campaigns for leading international brands like McDonald's, Samsung, GM, and Unilever. Known for my ability to spot brilliant ideas and execute them flawlessly, I am also recognized as a natural problem-solver who fosters a proactive and enjoyable work environment.

My approach revolves around storytelling—finding compelling narratives, determining how best to convey them, and identifying the ideal platforms for communication. Grounded in a strong artistic foundation and unafraid of getting hands-on, I aspire to revolutionize brand communication by placing people at its core.

EDUCATION

Sydney College of English - Australia

Universidade MacKenzie - Brazil
Bachelors in Advertising & Marketing

WORK EXPERIENCES

Freelance Havas Chicago & NY - present

clients: Babybel, Citi, Wells Fargo

Volt (In-house Molsoncoors studio) - Chicago

cd/ad

clients: Blue Moon, Coors Light, Miller, Pilsner, Peroni

Solve - Minneapolis

acd/ad

client: Polaris

Leo Burnett - Chicago

acd/ad

clients: Samsung, Chevy, Buick, ComeEd

SK+G - Las Vegas

sr. ad

Borgata, Aria Resort & Casino

Alma DDB - Miami

acd/ad

clients: State Farm, McDonald's

JWT - Sao Paulo Brazil

ad

clients: Unilever, Diageo, Ford

SKILLS

Photoshop, InDesign, Illustrator, Keynote, Video Production, Photography, Illustration, Brand Identity, Traditional (TV, print & OOH) Digital, Social and Experiential Advertising.

Languages: English, Portuguese and Spanish