

Fabio Luiz Palma

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| Current Position: | Strategic Creative Manager - Nakheel | Languages: | English, Portuguese |
| Nationality: | Australian/Brazilian | Email: | info@fabiopalma.com |
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| DOB: | 25.09.73 | Visa Status: | Work Permit |

Overview

- With over thirteen years experience in producing creative communications for advertising and marketing across all media channels; motion graphics, online, animations, 3D and print.
- I have successfully produced creative and managed global brands online such as Amex, Unilever, Nokia, and IBM, resulting in award winning creative.
- My participation in producing and designing all of Nakheel's events, launches, Corporate rebranding, Initiatives and philanthropic work. Managing total budgets in excess of ^{AED}200mill.
- Having worked in Sydney and Auckland I've called Dubai home for the past 4 years and have built a strong network of industry professionals across agencies and media production houses.
- I am driven by the creation of new ideas, creative and unique solutions towards creating that big idea. Delivering and exceeding expectations, making others wonder why they hadn't thought of it first. Using new technologies and developing new ones makes me even more satisfied.

Strategic Creative Manager - Nakheel PJSC - Dubai UAE

- Managing and leading the corporate inhouse team of designers at Nakheel. Producing creative content to implement across all communication channels for Corporate marketing, including Events, Launches, Internal Communications and Corporate Communications across B2B/B2C/B2E.
- Corporate Brand Manager and Brand Guardian for the Corporate Brand, and all subsidiary brands and initiatives such Blue Communities, Palm Jumeirah, The World.
- Implemented strategic communications plans to achieve business objectives, producing budgets, schedules, forecasting and allocating resources to achieve the final objectives.
- Develop strategic creative communications to align Nakheel's Business Units to the Corporate brand position: Hotels, Marine Group, Retail, International, Joint Ventures.
- Digital Art Director and Brand Guardian to the Digital marketing team on internal and external Communications.
- Manage agencies and partners to meet objectives, production plans and production of all creative across integrated marketing campaigns and events.
- Key role in rebranding and repositioning of the Nakheel brand in 2008. Along with the development of other high profile brands such as Nakheel Harbour & Tower and Blue Communities.
- Creative Director for ATM, TDIM, Cityscape, Boatshow and Dubai World Cup for 2007-2009
- Sponsorship and Initiative consultant on CSR, evaluating proposals and recommendations.
- Responsible for creating and managing a program with a zero budget. Currently achieved over ^{AED}100million in revenue in just eight months - reporting to the Director of Commercial Division.

Awards

- 2000 Caples Awards - 3rd place, consumer interactive - Art director
- 2000 Caples Awards - 3rd place, consumer interactive - Creative Director
- 2000 Caples Awards - Finalist, Consumer Interactive - Art director and Creative Director
- 2009 Webby Awards - Recognition of Forbidden City (www.forbiddencity.ae)
- 2008 Summit Creative Awards - Gold for Marina Residence (www.marinaresidences.ae)
- 2008 Summit Creative Awards - Silver for Make a Wish Ramadan Campaign
- 2008 Dubai Lynx - Bronze for Make a wish Ramadan Campaign

Modelcraft - Dubai UAE

Creative Director Digital Department

- Developing 3D models, renderings and animations for clients such Nakheel, Emaar, Aldar, Benoy Manazal, Dubai properties
- Creative Director for 3D animations, integrating digital studio with physical department.
- Manage and direct a team of 20+ on production and creative.
- Develop integrated campaigns for clients across all media channels.
- Developing 3D media and digital content for external agencies Ogilvy ,Tonic
- Create and develop innovative technologies for interactive multimedia platforms, Touch screens , Projection shows, 3D printers and Holopros.
- Director of post production, audio visual, green screen filming and motion capturing, compositing and DVD creation.
- Deliver 360° collateral for clients which include holistic content from one source, Online, interactive, events, physical models, 3D animations, renderings and design.
- Brand Manager and marketing manager for Modelcraft, developed brand and growth into China, Riyadh, and Abu Dhabi.

gen-i (Telecom Web Development Team) - Auckland New Zealand

Creative Director

- Interactive creative director in a web development team managing around 20 web sites.
- Develop and design web sites on various platforms: Dotnet Nuke and ASP.net.
- Responsible for Customising and developing clients portals,
- Training and supporting clients on CMS, and assisting them to develop their brands online
- Developing plans to achieve objectives, time lines, forecasting and allocating resources to achieve the final objectives.
- Brand Manager and Guardian for corporate marketing across all communications channels.
- Working with brand agencies and media partners as a brand guardian to develop strategic campaigns for corporate marketing.
- Develop Internal communications tools for training and support with Human Resources and Internal Communications. - www.gen-i.co.nz

Ogilvy Interactive - Sydney Australia

Digital Creative

- Responsible for creating digital creative on accounts such as IBM, Amex, Qantas, Telstra, FOX, 3com, Kimberly Clarke, Nestlé, Nokia, Unilever and LG.
- Develop and design web sites with best practices, usability and testing.
- Online advertising production of concepts, from story boards through to final product.
- Produce interactive and engaging online materials such as games, interstitial, screen savers, and advertising to build international brands online and create an experience for consumers.
- Develop integrated marketing campaigns through all media, adapt and develop new creative ideas through various marketing channels.
- Preparing and presenting concepts and pitches to clients, selling the ideas, communications and media buying plans.

History

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| 2007 - Curr. | Strategic Creative Manager - Nakheel | - Dubai UAE |
| 2005 - 2007 | Creative Director - Modelcraft 3D | - Dubai UAE |
| 2003 - 2004 | Creative Director - Gen-i - Web Development Team | - Auckland New Zealand |
| 2000 -2002 | Interactive Creative/Designer - Ogilvy Interactive Worldwide Advertising Agency. | - Sydney Australia |
| 1998 -2000 | Graphic Designer/ Art Director - Metro Graphic Image photographic, advertising studio. | - Sydney Australia |
| 1996 -1998 | Graphic Artist - Yellow Pages Australia | - Sydney Australia |

Software

Post Production

Adobe Premier
Adobe Encore
Adobe After effects
Adobe Audition

Web Applications

Dreamweaver
Microsoft Front Page
Sharepoint
Fireworks
Flash - Action scripting 2.0
Plasma
Photoshop
Sketch up
Rhino

Print Applications

Adobe InDesign
Adobe Illustrator
Quark Express
Microsoft Office

Post Production Skills Compositing
Motion Graphic Animations
DVD Menu and title creation
Sound editing and recording
Filming special effects

Web Skills

HTML Coding
CSS Web 2.0 standard compliant
Site Design and Production
Java script experience
Web trends
Mac + PC

Qualifications and Training

- Demonstrated ability to develop and successfully execute strategic marketing.
 - Experience in market and result analysis.
 - Exceptional relationship-building and communication skills
 - Team player but able to work independently
 - Proficiency with contracts, negotiations and understanding of media value
 - Excellent organization, written and oral communication skills.
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- Billy Blue School of Graphic Design and Advertising - Advanced Diploma 2 years 1996 Sydney Australia
 - Computer Graphics College Sydney Australia - Web Development 1 year
 - Microsoft Sharepoint training - 2004 Auckland NZ