



# Alex Barreto

Digital Director at BPG Group

<http://www.doyoubuzz.com/alex-barreto>

## Contact

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## About Me

It is projected that by 2017 CMOs will be outspending CIOs in IT, are you prepared for that shift? I have been providing corporate brand solutions for over 15 years, from websites in the 90's, shifting to advertising, blogs, social media, mobile experiences and back to tangible world by merging traditional and digital in a connected world.

Since 1995 I have been working with companies and organisations to create media-neutral solutions to their branding needs. Although I started as a creative I now provide strategic digital thinking for my clients, marrying strategy, high quality creative executions and the latest in digital marketing and technology.

Branding strategy is still the core of my work by bringing the client, product or service in line with its long-term vision, unique market position, and unlocking the leadership potential within it.

My goal is to create a gut feeling.

Launched over 30 websites, 10 complete corporate branding solutions, countless digital/social marketing campaigns, integrated advertising campaigns, mobile experiences and on-site digital experiences.

Clients range from Fortune 500 companies to small businesses and non-profit organisations. I have worked and developed projects for North and South America, Europe and Asia.

I have implemented digital teams and practices into offline agencies, helped create, increase and improve digital offerings, and most importantly I have hired and lead teams in corporate branding, marketing communications, web and mobile app design/development, and digital and social marketing.

Sectors: Telecom, automotive, medical technology, FMCG, financial services, food retail, food

## EXPERIENCE

### Digital Director

BPG Group • Since July 2013

- ▶ Based in Dubai since 1979, BPG Group is one of the largest marketing solutions groups in the MENA region and a member of WPP-the world's largest MarCom group. We cater to a wide range of international and regional clients through our extensive network across the region; offices in Abu Dhabi, Baghdad, Cairo, Doha, Dubai, Erbil, Jeddah, and Kuwait.
- ▶ BPG Group straddles advertising, activation, public relations, branding & design, media planning & buying, healthcare marketing and digital marketing.
- ▶ Responsibilities:
  - ▶ Provide sound digital strategies.
  - ▶ Services include digital marketing strategy, social media marketing, online/mobile marketing, customer care solutions, content marketing, games, content development, SEM, web design and development, mobile application design and development, marketing technology solutions, analytics, market reports.
  - ▶ Clients:
    - ▶ M.H. Alshaya Co. (Cafe Coco, DEAN & DELUCA, Debenhams, Harvey Nichols, IHOP, Kidzania, Mothercare, Pottery Barn, Sprinkles, Texas Roadhouse, West Elm), Boubyan Bank, KDD, Porsche, Volkswagen, The Avenues, Fantasy World, Alshaya Trading, IKEA.

### Senior Digital/Social Marketing Manager

BBDO • October 2011 - 2013

- ▶ Part of the global BBDO network, IMPACT BBDO is a leading regional communications group operating across the Middle East and North Africa region for more than 40 years. IMPACT BBDO offers comprehensive and integrated communication solutions, to a wide and prestigious base of global, regional and local clients. IMPACT BBDO prides itself on contributing to BBDO's worldwide creative reputation and has consistently been highly ranked in regional competitions. The group employs more than 1,000 people delivering comprehensive communication solutions.
- ▶ While at Impact BBDO I also had the opportunity to work with Impact Proximity, a specialist interactive, eCRM and brand activation company, for projects in Kuwait and Dubai (Visa, UAE Armed Forces – Recruitment)
- ▶ Responsibilities:
  - ▶ Increasing the digital capabilities of the agency
  - ▶ Leading the social media and digital creative team
  - ▶ Staff digital/social marketing team
  - ▶ Social media strategy
  - ▶ Liaise between agency and clients
  - ▶ Oversee the compilation and present analytical and key statistics to clients
  - ▶ Educating team and clients
  - ▶ Coordinate BBDO's global network resources
  - ▶ Clients:
    - ▶ Wataniya Telecom (Ooredoo), Alghanim Automotive (Chevrolet, Cadillac, KromOzone, Bumper-to-Bumper), Gulf Bank, X-cite By Alghanim Electronics, Safat Home

### Corporate Branding and Digital Media

Armstrong Creates • Santa Rosa (United States - California) • April 2004 - 2011

- ▶ Founded in 1979, Armstrong uses a holistic viewpoint to create comprehensive marketing solutions that enables a business to maximize its opportunities across all activities. Focusing on creating, developing and managing the brand assets to foster alignment of the business' vision with the values of the company's stake holders: its owners, shareholders, employees, partners, customers.
- ▶ Responsibilities:
  - ▶ Strategy, concept and design brand solutions, corporate communications, advertisements, sales and marketing materials, packaging, websites. Participate in planning meetings, art direct photo shoots, provide support to clients, and oversee production with vendors. Introduced digital practices into the agency, helped shaped and grow digital offerings and educate co-workers and clients.
  - ▶ Clients:
    - ▶ Beam (Sauza, Old Crow, Jim Beam RTD, Old Grand Dad, Banff Ice), Dexcom, Quattrocchi Kwok Architects, Exchange Bank, Moss Adams, Avicena Group, SupHerb Farms, Hilmar Ingredients, Power Feed-Thru Systems, REACH Air Medical Services, University of Northern California.

Ingredients, beverages, education, architecture, engineering, oil and gas, luxury, consumer and B2B services and products.

Specialties: Marketing strategy, digital marketing, social marketing, marketing communications, corporate branding, training, design, art direction and creative direction.

## Owner

ABCND • Montreal (Canada - Quebec) • Since January 1995

- ▶ Help small to mid-size businesses with their branding strategy and digital marketing needs.
- ▶ Clients:
- ▶ KG Technologies, Studio Brilliante, Old Time Rodeo Book, The Door To All Wonders, HeartFire Jewellery, eHaveAll, Local Foods Marketplace, SYTAR

## Senior Graphic Designer

Sign-A-Rama • San Mateo (United States - California) • April 2002 - 2004

- ▶ Design large format 2D and 3D architectural graphics, posters, banners, signage, vehicle graphics and billboard. Set-up proofs and permit-request packages.

## Web Design Instructor

Oakland Museum of California • Oakland (United States - California) • July 2003 - 2003

- ▶ Taught basic web design principles (HTML, CSS, and digital imaging retouching), needed for web page productions, to high school students working on the Latino History Project.

## Corporal

Canadian Forces • Montreal (Canada - Quebec) • January 1997 - 1999

## Information Systems Consultant

Concordia University • Montreal (Canada - Quebec) • January 1996 - 1999

## SKILLS

### Skills

- ▶ Corporate Branding
- ▶ Marketing Strategy
- ▶ Creative Strategy
- ▶ Corporate Communications
- ▶ Marketing Communications
- ▶ Integrated Marketing
- ▶ Digital Marketing
- ▶ Digital Strategy
- ▶ Social Media Marketing
- ▶ Mobile Marketing
- ▶ Brand Development
- ▶ Branding & Identity
- ▶ Creative Direction
- ▶ Creative Direction
- ▶ Web Design
- ▶ Online Advertising
- ▶ Online Advertising

### Languages

- ▶ English
- ▶ Spanish
- ▶ French

## EDUCATION

### BFA

Academy of Art University • September 1999 - June 2003

- ▶ Graphic Design

### BEng (Inc.)

Concordia University • September 1995 - 1999

- ▶ Industrial Engineering