

EVANS BRICENO

VIRTUALEVANS.COM | +1718-673-3326 | CONTACTO@VIRTUALEVANS.COM

CREATIVE DIRECTOR & FILMMAKER

AUDIVISUAL EXPERIENCE

VFELLOWS INC. | **CO-FOUNDER/EXECUTIVE CREATIVE DIRECTOR** MIAMI - CARACAS 2016 - CURRENT

INNOVATE with one of the first virtual reality studios for the latin market
BUILD the brand image and the creative philosophy of the company
GUIDE creative, production, post-production and tech departments
PRODUCE marketing/Fiction content for "VR/360" platform

DLB GROUP | Xvalente BTL interactive experience "Paris esence"
LINAIRE | Casa Brickell (Miami) interactive rendering catalog
LECTURE | VR Technology Barquisimeto Short film Festival, Venezuela.

WHISKEY FILMS | **WRITER/DIRECTOR**

L A - MEXICO DF- CARACAS - PANAMÁ CITY - QUITO - BOGOTÁ

2014 - CURRENT

DIRECT brand content, audiovisual ads for multibillion-dollar clients
CREATE fiction shorts, treatments, Shooting Boards, production design
LEAD artistic team, film crew, postproduction talents
POSITIONED as the first only venezuelan Director who achieved the highest award in advertising industry: The Cannes Lions Festival of Creativity.

ACCOUNTS: Nestlé, P&G, Gatorade, Pepsi, Ford, Subway, Nivea, +12
ALZHEIMERS Foundation awarded film "The unforgettable Account"
HATILLO Mayor's office awarded case film "The invisible Police"
NESTLE Reality web-series. "Nos Gusta Lo Natural"
BARUTA Mayor's office " awarded case film "The Social market"
award in advertising industry: The Cannes Lions Festival of Creativity.

BLUE MOVING ARTS | **WRITER/DIRECTOR/VFX SUPERVISOR**

CARACAS, BERLIN

2002 - CURRENT

WRITE, produce & direct short films, musicals shows, tv-ads, tv images.
DESIGN main titles, motion graphics & vfx for feature films.
SUPERVISE visual effects of awarded movies.
SHOOT multiformat audiovisual ads for worldwide clients.
LEAD motion graphics, CGI and color artists.

"AIDA" | Independent Short film awarded on international festivals
"ROCK PAPER & SCISSORS" | awarded Feature Venezuelan film 2012
"BLUE, PINK & NOT SO PINK" | Los Goya 2014 best Iberoamerican film
"THE HOUSE AT THE END OF TIMES" | ScreamFest best picture 2014
"UN AMOR PARA LA HISTORIA" MUSICAL | from singer Gilberto Santa

MARKETING EXPERIENCE

MCCANN-ERICKSON ADVERTISING | **CHIEF CREATIVE OFFICER**

TEGUCIGALPA - SAN PEDRO SULA

1999 - 2001

RELOCATION from Venezuela to improve office's creativity/revenue
OVERSAW Creation, art & postproduction departments (+16 talents)
KEY player on a new business for south-central america region, \$5 MM+, with direct incidence on honduran operation.
DEVELOPED key successful award-winning campaigns in a market 90% retail.

SPRINT | "Collect Calls 80-00-121" regional campaign for 7 countries
ACCOUNTS: MAZda, Mattel, TGI Friday's, Coca-Cola, SAB Miller, among others
8 AWARDS/SHORTLIST on national & International festivals in 2 years.
RECOGNIZED Year 2000 Mccan-Erickson latin network's office.
IMPLEMENTED a postproduction department as In-House revenue source

MCCANN-ERICKSON ADVERTISING | **EXECUTIVE CREATIVE DIRECTOR**

CARACAS

1995 - 1999

RESPONSIBLE for creative product and talented individuals who integrated the creative, art and production departments.
CONSOLIDATED a profitable postproduction department
LED the evolution of the office from traditional mass-media marketing to the web-digital terrain.

ACCOUNTS | Coca-Cola, Chevrolet, Gillette, Motorola, Nestle, among others.
ELEVATED the rank of the agency in mayor domestic festival "ANDA awards" and international: "London Internation Advertising Awards"

GREY ADVERTISING | CREATIVE DIRECTOR

CARACAS 1994- 1995

CONDUCTED overall operations of creative and art departments.
 ENHANCED the local staff's creativity quality through a weekly revision method and re-engineering the learning processes.

ACCOUNTS: LADA, General Mills, WELLA, Bristol Meyers, World Trade Center and Cervecerías Barú Panamá.

LEO BURNETT ADVERTISING | SENIOR COPYWRITER

CARACAS 1991 - 1994

CREATED and produced Tv, radio & print ad campaigns
 WROTE copys, slogans, selling lines, jingles,
 SUPERVISED audiovisual productions.

ACCOUNTS: P&G, HEINZ, Samsung, Kellog's, Banco Mercantil, Cantv, Phillip Morris among others.
 AWARDED yearly in the most prestigious national advertising Festival

SELECTED AWARDS

- Cannes Lions festival of creativity Bronze 2016 | "the Invisible Police"
- Cannes Lions festival of creativity Bronze 2015 | "the Unforgettable Account"
- 28th Goya Awards film festival Best Iberoamerican picture 2014 | "Blue, Pink and no so Pink"
- Screamfest 2014 Film Festival Best picture 2014 | "The House of End of Times"
- Cannes Lions Short film Corner Official selection 2012 | "Aida"
- Rencontres du cinéma sud-américain marseille Grand prix 2013 | "Aida" short film
- 29th Chicago Latino film festival Official selection 2013 | "Aida" short film
- Promax bda Gold winner 2002 | Venevisión tv image 2002
- New York festival Gold winner 2002 | Venevisión tv image 2002
- Promax bda Gold winner 2001 | Venevisión tv image 2001
- London International Advertising Awards Finalist | "Polo Flavors" Nestle

EDUCATION

ASSOCIATE OF ARTS

MARKETING AND ADVERTISING
 Instituto Universitario de Mercadotecnia
 CARACAS, VENEZUELA | 1988-1991

BACHELOR OF ARTS

JOURNALISM AND COMMUNICATIONS
 Universidad Católica Andres Bello
 CARACAS, VENEZUELA | 1990-1994

CERTIFIED ANNOUNCER

BROADCASTING PROFESSIONAL SPEAKER
 Universidad Central de Venezuela
 CARACAS, VENEZUELA | 2008

WORKSHOPS Directing & Screenwriting | Philip Kaufman, Brett Ratner & Corinne Bernard | Cannes, France | 2012

SOFTWARE

Photoshop - Illustrator - After Effects - Premiere - Avid - Davinci Resolve - ProTools
 Logic Pro - Final Draft - MS Office - Dreamweaver - Wordpress - VR Stching Software

LANGUAGES

NATIVE SPANISH | FLUENT IN ENGLISH

available for relocation | Green Card Holder