

# EVANS BRICENO

VIRTUALEVANS.COM | +1(310)-466-1052 | CONTACTO@VIRTUALEVANS.COM

## CREATIVE DIRECTOR & FILMMAKER

International award-winning Creative Director and Filmmaker with a strong marketing backbone built in the cradle of worldwide agencies, leading the image of multibillion-dollar brands in a multicultural environment.

Passionate storyteller that produces and directs powerful and relevant content in every possible platform, with a keen eye for capturing the essence of human nature and translate it in to film.

Avid entrepreneur with a seasoned knowledge earned through this 25 years of career, always evolving to innovate and engage with hungry audiences.

<http://www.imdb.com/name/nm4249951/>

## AUDIOVISUAL 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 essence"  
**LINAIRE** | Casa Brickell (Miami) interactive rendering catalog  
**CONFERENCE** | VR Technology Barquisimeto Short Film Festival, Venezuela.

### **WHISKEY FILMS | FILM DIRECTOR/CREATIVE DIRECTOR**

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

**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  
**ALZHEIMER'S** Foundation awarded film "The unforgettable Account"  
**HATILLO** Mayor's office. awarded film case "The invisible Police"  
**NESTLE** Reality web-series. "Nos Gusta Lo Natural"  
**BARUTA** Mayor's office. awarded film case "The Social market"

### **BLUE MOVING ARTS | PRODUCER/FILMMAKER/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** & produce 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 OF THE END OF TIMES" | ScreamFest best picture 2014  
"UN AMOR PARA LA HISTORIA" MUSICAL | Singer Gilberto Santa Rosa

## 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 Mccann-Erickson Latin network's office.  
**IMPLEMENTED** a postproduction department as In-House revenue source

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**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 International Advertising Awards"

**GREY ADVERTISING | CREATIVE DIRECTOR**

PANAMÁ 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, Kellogg's, Banco Mercantil, Cantv, Phillip Morris among others.  
 AWARDED yearly in the most prestigious national advertising Festival

**SELECTED AWARDS**

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|--|---|
| 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                   |

**SELECTED LECTURES**

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|---|--|
| <b>LECTURE</b> Directing   Universidad Catolica Andres Bello<br>CARACAS, VENEZUELA   2017 | <b>LECTURE</b> Cannes Case Study   Cannes Lions Edit Conference<br>GUAYAQUIL, ECUADOR   2015 |
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**EDUCATION**

**ASSOCIATE OF ARTS**  
 MARKETING AND ADVERTISING  
 Instituto Universitario de Mercadotecnia  
 CARACAS, VENEZUELA | 1988-1991

**BACHELOR OF ARTS**  
 JOURNALISM AND COMMUNICATIONS  
 Universidad SANTA MARÍA  
 CARACAS, VENEZUELA | 1990-1994

**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 Sticking Software

**LANGUAGES**

NATIVE SPANISH | FLUENT IN ENGLISH