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Top Skills

Creative Strategy
Advertising
Concept Development

Languages

English

Honors-Awards

Gold Activation & Events
Silver
Silver
Bronze
Honorable Mention

Ricardo Jorge de Almeida

Imaginador Professional Always Draw ➡ Never Even
Lisbon

Summary

Born with cartoons in my heart and comedy in my head, never once I thought: let's do advertising! The dream was to be a cartoonist/ comedian. But hey, 14 years have past and it's still working, so I guess I'm doing something right

PS: Please don't blow up my cover ➡

Experience

TORKE+CC

Creative Strategist & Project Leader
October 2016 - Present (3 years 11 months)

MUSTARD - A NEW LEVEL

Creative Strategist & Copywriter | Social Media Manager
October 2014 - October 2016 (2 years 1 month)
Lisbon Area, Portugal

- Development of the agency's rebranding with the new signature - A New Level - as a way to achieve a new level of awareness.
- Worked both as strategist and creative copywriter in a great deal of new business projects.
- Teamed up with the agency's Creative Director, Rui Pica. A relationship with 4 years now, that, more than colleagues, made us friends.
- In 2015 we started working with many new clients with standard fees (a new business step for Mustard): Volvo Cars, José Maria da Fonseca, Ale-Hop, The Navigator Company.
- Social Media Managing and development of Ale-Hop's voice on social media - Facebook and Instagram.
- Won the agency's first award - Gold for Activation & Events at Prémios Lusos - for Volvo Cars at the Volvo Ocean Race in 2015.

BUZZit - Brands Amplifier

Creative Strategist & Copywriter

January 2013 - October 2014 (1 year 10 months)

Lisbon Area, Portugal

- Started as a copywriter, since this was a new agency, and later became more personal with strategy and creative thinking with all of the agency's group activity: The Shop. This included Buzzit (brand activation) and Addiction (ATL & BTL).
- With its growth I started working as a Creative Supervisor as a way to help our Executive Creative Director.
- Worked with brands like Sonae, Compal, SIC, Crédito Agrícola, Nestlé and many others, from brand activation, to events to Below and Above the Line Campaigns.

Velvet Design e Publicidade

Creative Strategist & Copywriter

April 2012 - October 2012 (7 months)

- I was in charge of all strategy and creative thinking and copywriting, working side by side with the Creative Director.
- Main projects include Fnac with BTL & ATL campaigns and FOX Channels with brand activation, events and ATL communication.
- Proud of achieving the agency's first award at the Meios & Publicidade Awards.

Cabracega - Experience Design Studio

Freelance Creative

March 2012 - April 2012 (2 months)

- Worked as a freelance creative for an online campaign for MEO.

Strat

Creative Strategist & Copywriter and Social Media Manager

December 2008 - March 2012 (3 years 4 months)

- Started as an intern and made my way through copywriting, strategic planning, trendhunting and "idea man".
- In charge of the agency's digital platforms, such as Facebook and the blog Stratum, with all of it's contents.
- Worked with site development, strategy, insight development, BTL & ATL campaigns, social media, design projects and brand activation.
- My life as a strategic thinker began here, working both as a planner and creative copywriter in many projects.
- Achieved a great number of awards working with a Creative Director that was, and still is, an inspiration: Daniel Palma (currently at JWT Portugal).

- The brands: Super Bock, Hyundai, CTT, Robbialac, Ciência Viva, Bosch, Tivoli Hotels, Pingo Doce, Fanta.

Young & Rubicam

Junior Copywriter

July 2008 - December 2008 (6 months)

- A classic copywriter period that was a truly learning experience, working with brands like BMW, Hyundai, BBVA and many others.

Torke

Creative

August 2007 - July 2008 (1 year)

Lisboa

- This was the beginning for me. Not only on a professional level, but as a way of thinking. Torke was the first Guerrilla Agency in Portugal and that kind of approach was crucial for my development as a creative, as I learned to see everything with a different perspective.
- My first award came with the guerrilla campaign for Dexter's Season 2 premiere on Fox.
- Worked with Fox Channels, Peugeot, NOS, Sagres.
- As to this day Torke is a major influence in my professional life and more than an agency, it was a school of originality.

Inédito Comunicação e Design

Junior Freelance Copywriter

July 2007 - July 2007 (1 month)

Cheyenne

Retail Salesperson

October 2005 - May 2007 (1 year 8 months)

Loures, Lisboa, Portugal

PT Contact

Telecommunications Operator

April 2003 - May 2005 (2 years 2 months)

Lisboa

Feira Nova

Salesperson

November 2001 - June 2002 (8 months)

Loures, Lisboa, Portugal

Education

Escola Superior de Comunicação Social

Licenciatura, Publicidade · (2003 - 2008)

Escrever Escrever

Workshops · (2008 - 2008)

Liceu José Afonso

Ensino Secundário, Artes · (1998 - 2001)