



# DANIEL DE SIMONE



28/06/65



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*Marketing/Multimedia*

*Specialist*

## General Profile

- **Objective:** create, design, implement and execute audio-visual marketing strategies utilizing artistic intuitive abilities and the application of high-technology know how.
- Team leadership.
- Ability to transform verbal language and written text into visual messages,

## Professional Profile

Post Graduate Specialist in:

- Multimedia devices/Video Streaming
- Digital Marketing
- Web Content Developer
- Technical/Artistic Knowledge of video on/off line
- Translation / Writing /Subtitling

## Education

### Postgraduate

- *Multimedia*, FAAP-Fundação Armando Alvares Penteado (November/2003) - completed.

### Graduate

- *Marketing*, Centro de Estudios de la Comunicación (November/1996) – completed.
- *Cinematography*, Escuela Panamericana de Arte (December/1988) - completed.

## Languages

**Spanish – Native**

English – fluent

Portuguese – bilingual

German - Basic

## Professional history

**2010 – 2017 DDS Multimedia – Own Company –Berlin (Germany)/ São Paulo(Brazil)**

### **Marketing/Multimedia Consultant**

- Marketing consultancy to several companies from various segments, in countries such as Argentina, Brazil, Australia and Germany

- image Corporate Consultant.
- Several video works for video-art installations.

## 2008 – 2009 IG Internet Group, Brasil Telecom – Big-sized business (Internet)– São Paulo/Brazil

### **IT /Multimedia Consultant (IT Area)**

- Management of Multimedia area: activities focused on development of new technologies.
- Back-end sector, inside the cell of business-oriented analysis.

## 2006 – 2008 i9 Tv medium-sized business –Entertainment segment– São Paulo/Brazil

### **Web Area Director**

- Multimedia Area management, working together with Marketing Department.
- Content developer
- HD Video Streaming.

## 2004 – 2006 DDS MULTIMEDIA – Own Company Multimedia Segment- São Paulo/Brazil

### **Multimedia Consultant. Image Corporate developer**

- Specialization on Information Architecture, usability, heuristical and contextual evaluation of web sites. Content creation.
- E-marketing, Branding, Marketing research developing.
- 3 Golden web Awards in March, April and May: [www.media4solution.net](http://www.media4solution.net)  
[www.ddsvisualmarketing.com](http://www.ddsvisualmarketing.com) [www.geocities.com/danielart65](http://www.geocities.com/danielart65)

## 2000 – 2003 Carta Maior Publicações e Promoções– Medium-sized business – Legal Sector - São Paulo/Brazil

### **Marketing Department Director/Creative**

- Web Marketing development (Viral Marketing and Permission Marketing)
- Carta Maior Publicações e Promoções – Web Creation and Implementation: [www.cartamaior.com.br](http://www.cartamaior.com.br), [www.agenciacartamaior.com.br](http://www.agenciacartamaior.com.br)
- Content production for News/Law Website.
- Creation of promotional material (formats: video, film and graphic)
- Responsible for transmission of World Social Forum 1-2 (2001-2002) via web (streaming)

## 1998 – 1999 THE SUPERSTATION – (Medium-sized company - multinational (Brazil, USA) - entertainment sector)

### **Staffing coordinator. Responsible for promotional material.**

- Creation of promotional material. Advertising campaigns in Portuguese and English.
- Team Editor Coordinator.

## 1997 – 1998 GRAN CANAL LATINO Cable Tv (Broadcasting Chilean station from São Paulo-Brazil)

### **Artistic director**

- Artistic director, coordinator. Creation of promotional material.
- Creative team coordination at São Paulo

- Artistic content manager working directly with programming manager in Chile.
- Creation of short films for countries in the range of Gran Canal Latino.

## 1989 – 1995 De Simone Producciones – Own Company Audiovisual Area (Buenos Aires, Argentina)

- **Services offered in the company:** Recording, Production, Editing and Artistic Direction of Tv programs, video clips and others for advertising agencies, Tv Stations, audiovisual companies, record companies and others (video and cinema).
- Creative Team coordinator at Buenos Aires.
- Pioneer company in development of audiovisual material using non-linear editing, incorporating the first editing machine in Buenos Aires (Media 100).

### software/hardware/ technology

**Hardware:** PC/Mac

**Software:** Microsoft Office

**Editing:** Media 100, Final Cut and Adobe Premiere CS5

**Post production effects:** Adobe After Effects CS5

**Internet:**

Advanced HTML.

Adobe Photoshop CS6

Adobe Fireworks CS6

Adobe Dreamweaver CS6

Adobe In Design CS6

**Video:**

Mastery of recording techniques, editing on/off line: HD, 4 K resolution

**-Software for video compression:**

Adobe Media Encoder

Windows Media Encoder

Sorenson Squeeze

On2 Flix

Mencoder

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References:

Antonio Palhares (Brasil) 55-11-5575-1090 Palhares Advogados Associados

Mauro Coeho (Brasil) 55-11-3677-7597 The Superstation

Roque Rebolledo (Chile) 6434-9878 Gran Canal Latino

Claudio Bevilacqua (Argentina) 15-5052-3387 Cablevisión

Paula Córdova (Argentina) 54-11-4785-9161 De Simone Producciones

Mariano Martínez (Argentina) 54-11-4304-1367 (Producción Canal 13)

Sebastián Margulis (España) 34-637054571 (De Simone Producciones)

Paulo Butscher (Brasil) 55-11-9162-6434 (Palhares Advogados)

Walter Donnenfeld: 54 11 4772-3003 (DTG Producciones-Argentina)