

Pedro Bacic

Creative Director AD // Cross-Cultural Storyteller

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pedrobacic.com

ABOUT ME

I'm a creative art director with a passion for building strong ideas and turning them into work that actually connects with people. I bring a global perspective to everything I do, shaped by years of experience across different markets and creative environments.

I've worked at agencies like JWT, DDB, and Leo Burnett, creating campaigns for major international brands including McDonald's, Samsung, GM, and Unilever. I'm known for spotting great ideas, executing them with care, and approaching challenges with a problem-solver mindset—while keeping the process collaborative and enjoyable.

At the core of my work is storytelling: finding the right narrative, figuring out the best way to tell it, and choosing the platforms where it can have the most impact. With a strong artistic foundation and a hands-on approach, my goal is to push brand communication forward by keeping people at the center of it all.

EDUCATION

Sydney College of English - Australia **Universidade MacKenzie - Brazil** Bachelors in Advertising & Marketing

Languages: English, Portuguese and Spanish

WORK EXPERIENCE

META, Agents of Slang, Choose Chicago
freelancer cd/ad/sr ad

Havas Chicago
cd/designer & ad
clients: Babybel, Citi

Volt (In-house MolsonCoors studio) - Chicago
cd/ad
clients: Blue Moon, Coors Light, Miller, Pilsner, Peroni

Solve - Minneapolis
acd/ad
client: Polaris

Leo Burnett - Chicago
acd/ad
clients: Samsung, Chevy, Buick, ComeEd

Alma DDB - Miami
acd/ad
clients: State Farm, McDonald's

JWT - Sao Paulo Brazil
ad
clients: Unilever, Diageo, Ford