

work_experience

Since 03-01-2000

OgilvyInteractive, Argentina

Position: Senior Art Director & Knowledge Manager

- Team Leader, for commercial and corporate sites and sitelets, ad banners, interstitials and interactive media projects (American Express, IBM (member of the LatAm regional team), GlaxoSmithkline, Motorola, Telefónica, Fanta, Patagon.com, Alto Palermo, Kimberly-Clark, Terra, Turismo de México, Petrobras, Molinos Río de la Plata).
- Local Knowledge Manager at Truffles, Ogilvy intranet, belonging to a multidisciplinary worldwide team. Founder of the Interactive Spanish Community.

04-01-1999 to 03-01-2000

tsubcero, Argentina

Position: Junior Art Director

- Developer / Web Designer for commercial and corporate websites and sitelets, (Shell Argentina, Telefónica, Travepass, SIGGRAPH 99, Alto Palermo)

10-01-1997 to 12-01-1998

YBK, Argentina

Position: Creative Copywriter

- Copywriter (brochures, magazine ads, press releases, web contents) and commercial & corporate websites Developer (Banco Río Negro, Max Global, Sherwin Williams Argentina, Interacción ART, El Publicitario, 98com, Deportes en el Country) I participated here in the creation and developing process of corporate identity for the following brands: Telemensaje Argentina, OSPERYH, Interacción ART, SUTERH, Alvisoft Sistemas and 98com, among others.

01-01-1997 to 10-01-1997

Alvisoft, Argentina

Position: Account Executive

- Account Executive and responsible for advertising exchange with print media (magazines: El Publicitario, 97com, Telecomunicaciones & Negocios, Supermercados & Autoservicios, Calidad Empresaria) at the Internet division of Alvisoft S.A.

08-01-1995 to 08-10-1995

18th World Jamboree, The Netherlands

Position: Public Relations Crew

- Public Relations at Communication Staff, at the 18^o World Scout Jamboree - Dronten, The Netherlands.

02-01-1994 to 01-01-1997

María Reina High School, Argentina

Position: Assistant

- Educational Assistant at the "María Reina" High School.

awards & distinctions

- Fanta IMU ad banner: Bronze medal, Banners category at 2002 FIAP Awards
- Mexico Sol y Leyenda website: Digital Gold Pencil prize, Minisites category at 2001 Digital Gold Pencil Awards
- BLUE Launch campaign: Gold prize, Multimedia B-to-C category at 2001 AMDIA Awards (Direct and Interactive Marketing Association of Argentina)
- BLUE Launch campaign: Bronze prize, Internet B-to-C category at 2001 AMDIA Awards (Direct and Interactive Marketing Association of Argentina)
- La Virginia website: Best site prize, Industry & commerce category at 2001 Mate.Ar Awards
- La Virginia website: Best site 2001, Economy & business category at 2001 Yahoo! Argentina Picks
- Argentina On View website: Best site, Tourism category at 2000 Grippo Argentina Awards.

education

- Primary: "María Reina" College - (1987)
- High School: "María Reina" High School - (1992)
- University: 4th year Communication Sciences Bachelor Degree, Buenos Aires University. - Orientation: Public Opinion & Advertising.

- Others:

- "Customer Ownership" Workshop - 2000, OgilvyOne Argentina.
- "Buenos Aires, Intelligent City" 2nd Congress - 1998, GCBA/Buenos Aires University.
- "Corporate Image" International Seminar - 1997, Buenos Aires University.
- "Intranet & Office" Seminar - 1997, Microsoft Argentina.
- "Advertising as your job - 2nd part" Seminar - 1996, Buenos Aires University.
- "Introduction to Digital Art" Course - 1996, MNTaller.
- "Education for Communication" International Seminar - 1996, Colegio La Salle.
- "Creative Organizations" Course - 1995, Buenos Aires University.
- "Advertising today: A view of the Argentine advertising field" Seminar - 1994, Buenos Aires University.

skills

- Languages:
English, certificate offered by the Argentine Association of English Culture (AACI); knowledge of Portuguese.
- OS & Software:
Windows 95, 98, ME; Mac OS 9; MSOffice 2000: Word, Excel, Powerpoint, Outlook; CorelDRAW; Illustrator; Photoshop; Fireworks; Flash; Gif Animator; Painter 4; Netscape Navigator & Internet Explorer; FrontPage, DreamWeaver, EditPad, WS_FTP y FTP Explorer (HTML/DHTML). JavaScript. Knowledge of ASP and PHP.
- Web Design:
Member of the HTML Writers Guild / Member of the International Webmasters Association / Associated to Internet Professional Publishers Association

contact_information

Name: Fernando Luis Barbella - Age: 27

URL: <http://www.interhelp.org/fernando> - email: fernando@interherlp.org

Phone: (54-11) 4248.0473 - Cel.: (54-11) 4184.2353