

# Rafael de Freitas Peixoto

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Av. Dr. Geraldo de Mello Ourívio, 348, Casa 35 • Niterói (RJ) • CEP 242346-030 • Brazil  
<https://www.facebook.com/rafael.peixoto> • <https://www.linkedin.com/in/rafael-de-freitas-peixoto>

## Education

Bachelor	<b>Philosophy:</b> Universidade Federal Fluminense (UFF) – Enrolled
Bachelor	<b>Business:</b> University of Brasília (UnB)
Bachelor	<b>Anthropology:</b> University of Brasília (UnB) – Interrupted
Bachelor	<b>Cultural Production:</b> Universidade Federal Fluminense (UFF) – Interrupted

## Foreign Languages

**English:** fluent, certificated by Cambridge University

**Spanish:** Intermediary

## Professional Background

• <b>Creative Hub Academia de Filmes:</b> Screenwriter	2018-Present
• <b>Creative Hub Take a Take Films:</b> Screenwriter	2018-Present
• <b>Screenwriter for TV, Cinema, and Branded Content</b>	2012-Present
• <b>Advertising Copywriter</b>	1997-Present
• <b>Director for TV, Cinema, and Advertising</b>	2014-Present
• <b>Wikishows Advertising:</b> Partner, CEO and Creative Director	2011-Present
• <b>Green Nation Fest:</b> Inbound Marketing Coordinator	2016
• <b>André Lima (Brazilian Congress Political Campaign):</b> Communications Manager	2014
• <b>Banco do Brasil (Investor Relations, Marketing and Communications):</b> Senior Advisor	2006-2012
• <b>Banco do Brasil Cultural Circuit:</b> Curator and Executive Producer	2004-2006
• <b>Banco do Brasil Cultural Center - Brasília:</b> Curator and Deputy Artistic Manager	2000-2004
• <b>Proesa Sports &amp; Entertainment:</b> Executive Producer	1997-2000
• <b>Angra dos Reis Municipal Choir:</b> Singer	1995-1997
• <b>Musician:</b>	1993-2000

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## Film, TV, and Advertising Projects

- **Keep The Blood Away From The Cabin (feature):** direction (in pre-production) 2019
- **Triple Man (feature):** script (under development) 2019
- **Glass Cage (feature):** script (under development) 2019
- **Queen of Spades (feature):** script (under development) 2019
- **Crusoe of the Amazon (feature):** script (in pre-production) 2018
- **Metropolis (series):** script (in pre-production) 2018
- **Two Boats (short):** script and direction (in post-production, première in 2019) 2018
- **Queen of Spades (series / feature film):** creation and script (optioned for Academia de Filmes, under development) 2018
- **Tales from the Waste (branded content):** script, direction, and musical direction 2016
  - <https://goo.gl/lj3hBE>
- **Sebrae Like a Boss (branded content):** creation, executive production, and script supervision 2012
  - <https://goo.gl/CAjFgK> (ep. 1)
  - <https://goo.gl/vImur0> (ep. 2)
  - <https://goo.gl/Er9exf> (ep. 3)
  - <https://goo.gl/9NEbOR> (ep. 4)
  - <https://goo.gl/IPu9CZ> (ep. 5)
  - <https://goo.gl/YIMBRr> (ep. 6)
  - <https://goo.gl/nm2P4L> (ep. 7)
  - <https://goo.gl/NjXPrb> (ep. 8)

## Free Courses

- **Assistant Director Course** with Hsu Chien 2018
- **Casa Aguinaldo Silva de Artes:** Master Class IV of Soap Operas with famous Brazilian author Aguinaldo Silva 2016
- **CEMEC:** TV Series Development with Minom Pinho, Luca Paiva Mello, and others 2015
- Various **Marketing and Communications** courses 2000-2012
- **Antonio Adolfo Musical Center:** professional musical courses (guitar, piano, arrangement, composition) 1992-1995

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## Softwares

- Final Draft, Writer Duet, Fade In Pro, Highland (scriptwriting)
- Movie Magic Scheduling and Budget (a/v production)
- Final Cut Pro X, Motion, Compressor (video editing and motion design)
- Avid Media Composer (video editing)
- InDesign, Photoshop, Premiere, After Effects (video editing, fx, design)
- DaVinci Resolve (color treatment and video editing)
- Logic, Finale, Pro Tools, Sibelius (musical production)
- MS Office
- iWork
- Keynote, Power Point, Prezi (presentation)
- Mac, Windows, and Linux OS

## Affiliations

- |  |              |
|--|--------------|
| • <b>Brazilian Association of Screenwriters and Authors (ABRA)</b> | 2018-Present |
| • <b>REDE - Political Party</b> (Founder)                          | 2012-Present |
| • <b>Green Party</b> (State Director)                              | 2009-2011    |
| • <b>Aconchego Adoption Support social project</b> (Volunteer)     | 2007-Present |

## Interests

- Screenwriter - TV, cinema, theater, games, and advertising
- Assistant Director - TV, cinema, and advertising
- Director - TV, cinema, theater, and advertising
- Production - TV, cinema, theater, games, and advertising
- Communications coordination - political campaigns

## Highlights

- Since 1997 Rafael has positions of **increasing responsibility** in activities related to arts, marketing, and communications

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- Rafael produced, sponsored and/or created cultural projects that reached **over 2,000,000 people** in more than **8,000 presentations**
- He acted as curator and producer of Brazilian biggest travelling cultural project, **Banco do Brasil Cultural Circuit**, increasing its audience in 300% and reducing its costs by half
- He implemented the **public selection process for sponsorship** in Banco do Brasil
- He coordinated **advertising and live marketing campaigns** directed to various audiences
- Ahead of Wikishows, Rafael created communications projects that rendered **three Trending Topics** in Twitter and two **flashmobs with over 3,000 people**, each
- Rafael writes and produces **branded content** since 2012
- Rafael wrote literally **hundreds of scripts** for events
- Rafael created and developed the **most recalled live marketing actions** in the history of Campus Party in Brazil
- Rafael has clients among great Brazilian companies, like **SEBRAE, Caixa Econômica, Ambev, Walmart, Estácio, Banco do Brasil, Mapfre Insurances, Baidu**, and many others
- He has deep knowledge of **film structure** and **dramatic progression**
- He collaborates in groups related to Screenwriting in social networks

## Author's Film, TV, and Theater Projects

- **Queen of Spades** (script): drama series with rights optioned for Academia de Filmes, in advanced negotiations with networks and with a firm proposal to be released as a feature film (feature script in development)
- **Pirate's Heart** (script / executive production): musical play inspired by the songs of Brazilian famous music group Roupas Nova, in pre-production, debut in theater in 2020
- **Two Boats** (script / direction): short, in post production, première in 2019
- **Crusoe of the Amazon** (script): feature film commissioned by Aventura Productions, in development
- **Byproducts of Rock** (script / co-production / assistance direction): dramedy series created by Guilherme de Lucca and written by Rafael, with exhibition negotiated with cable TV channel and waiting advertising partner to get into production

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- **Life Is Not a Movie** (script): sitcom optioned to Oxidar Productions and with a deal signed with Public TV Network of Caxias do Sul, waiting green light to go under production
- **Brazilian Revolutions** (script): docudrama series in negotiation with production companies
- **The Associated Partner** (script): police procedural drama series in negotiation with production companies
- **Feverish** (script): medical procedural series in negotiation with networks
- **The Green Grass of the Hill** (script): drama series in negotiation with production companies
- **Carmelite Nuns** (script): adult animation series in negotiation with production companies
- **Land of Men** (script / direction): Saint-Exúpery's masterpiece adaptation for theater, debut in 2019
- **Triple Man** (script): feature film commissioned by Sealab Inc., based on the life of Paulo Orlando, the only Brazilian that conquered the title of champion in USA Major League of Baseball, in development