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# Caio Zaccariotto

Actor, Artistic Director, Casting Director – A Creative Head.

DOB 7/28/1980

Leveraging 25+ years of experience in the film, art and special events industry, Caio brings a unique, creative, and artistic perspective to collaborate with partners across various sectors, including the Film Industry, Event Industry, and Marketing Industry. These partners encompass Dramatic Arts, Fashion, Luxury, Design, Sports, and Technology.

## Professional History

Caio, a native of São Paulo, Brazil, began his professional journey in the early 1990s, contributing significantly to his father's company, one of the pioneering entities dedicated to promoting major entertainment and sporting events throughout Brazil: [www.pauloferreira.pro](http://www.pauloferreira.pro)

- Open to remote global opportunities as well as film, theater and special event positions in United States and Brazil.
- Recognized for problem-solving with a flexible, multi-tasking, and visionary approach.
- Developed impactful, results-oriented strategies across various industries.

### ACTOR 1990 - Present

- 'The Devil Wears Prada 2', background actor for the Comedy Drama Film with Meryl Streep, Anne Hathaway, Emily Blunt, and Stanley Tucci directed by David Frankel, New York.
- 'American Love Story', background actor for this Ryan Murphy production, the TV Show with Naomi Watts, Sarah Pidgeon, and Paul Anthony Kelly directed by Max Winkler, New York.
- Background Actor for a Netflix Production, the Comedy Film 'Little Brother', with John Cena, Eric André and Michele Monaghan, directed by Matt Spicer, New York.
- Demonstrated versatility in acting roles across soap operas and miniseries on Globo TV, like 'Snakes & Lizards', 'Kubanacan', 'Por Toda Minha Vida', expanding exposure and industry network, Rio de Janeiro, Brazil.
- Participated in the Carlos Drummond de Andrade's docudrama 'O Poeta de Sete Faces' - contributing to its critical success, Rio de Janeiro, Brazil 2004.
- Acted and directed in the Riocenacontemporanea, displaying leadership and creative skills.
- Served as a TV acting coach at CNArtes, mentoring aspiring actors and enhancing their performance skills.
- Collaborated as an actor in plays with esteemed directors from Brazil such as Jorge Takla, Amir Haddad, Gilberto Gawronski and Jefferson Miranda.

### CASTING DIRECTOR 2024

- 'American Cancer Story' - directed by José Padilha. Clio Award for the casting of this social impact film, filmed in Los Angeles, CA.
- 'The Trial' - directed by Gandja Monteiro. Casting director of 90 actors for this women's reproductive rights film, filmed in New York, NY.

### ARTISTIC DIRETOR 2008 – 2024

- 'American Cancer Story' - 2<sup>nd</sup> Assistant Director, directed by José Padilha. Clio Award for the casting of this social impact film, filmed in Los Angeles, CA.
- 'The Trial' - 2<sup>nd</sup> Assistant Director, directed by Gandja Monteiro, for this women's reproductive rights film, filmed in New York, NY. Directed high-profile events for Pazetto Events Consulting, including Cirque Du Soleil, Cartier and Chanel.
- Successfully directed fashion shows for brands like Tory Burch, Havaianas, and fashion events like Minas Trend Preview, Claro Rio Summer and São Paulo Fashion Week. Spearheaded 30+ fashion events, boosting brand visibility and audience engagement.
- Directed the launch of Marisa Monte at Pátio Batel, Brazil's first luxury mall in the south.
- Brazil's Team Jersey Launch for the 2014 World Cup, directing athletes like Ronaldo, the soccer manager Felipão and Global Nike Directors.
- In partnership with the creative directors Marko Brajovic and Roberto Rebaudengo, made the artistic direction of the opera 'Poranduba' at Teatro São Pedro in São Paulo, Brazil.
- Directed the 'Creators Stage' of CCXP (Comic Con Experience), the largest pop culture festival in the world, as a multi-genre entertainment and comic convention.

## **CEO, Founder, Creative Head & Marketing Director - CÉLULA 2010 - 2024**

- Founded CÉLULA, a Brazilian event company specializing in inspiring brand activation and live marketing experiences.
- Served as Nike's primary special events' company in Brazil from 2013 to 2024, managing a diverse range of events, including Brazil's Team Jersey Launch for the 2014 FIFA World Cup and the Nikelab Pop-up Store for the 2016 Summer Olympics in Rio de Janeiro. Over the course of a decade, Caio had the privilege of working closely with a large and diverse cross-functional organization, empowering teams and pushing the boundaries of innovation. His meticulous attention to every detail showcased his unwavering commitment to excellence.
- Delivered detail-driven projects for brands such as ATP Tour, Chanel, Cartier, Pátio Batel, Time 4 Fun, Philippe Starck, Lacoste and more.

## **PROJECT MANAGER 2009 – 2015**

- Managed high-profile projects at Aktuellmix, such as Athina Onassis International Horse Show and Brazil Design Week.
- Partnered with Agência Nossa to create engaging lounges for São Paulo Fashion Week.
- Executed key events for Diageo such as Whisky Festival and Smirnoff Nightlife Exchange Project.
- Demonstrated detail-focused approach in all aspects of event production, ensuring seamless experiences.

## **PRODUCTION DIRETOR 1999 – 2007**

- Drove the production of high-profile events such as 'Rock in Rio' for Dream Factory and Festival do Rio, the principal movie festival of Brazil for Grupo Estação, among others.
- Produced exhibitions such as 'Leonardo da Vinci' Exhibition and 'Bodies - The Exhibition', for Time for Fun – entertainment company, and 'Lady Dior - As Seen By' Exhibition for Pazetto Events Consulting.
- Resolved logistical challenges to ensure smooth execution of events, achieving significant impact on brand visibility and customer engagement through event production.

## **Awards**

### **CLIO AWARD for Casting Director 2024**

The short film American Cancer Story won 12 Clio awards. Caio received a silver award as Casting Director for this import social impact film.

### **CANNES LIONS for Entertainment Film 2024**

The short film American Cancer Story was awarded with 1 Gold and 1 Silver for the Entertainment Category, celebrating the creativity that turns branded content into culture.

### **PRÊMIO CAIO for Best Promotional Event 2017**

In 2017 Caio was awarded 'Prêmio Caio' (The Brazilian Oscar of Events) for the project Casa Air Max - created, directed and produced for Nike, as the Best Promotional Event of the year from Brazil.

## **Education**

### **ARTIFICIAL INTELLIGENCE 2024 - Present**

Innovation culture, data Analysis, growth tools, sales strategies and marketing through AI at EXAME.

### **ACTING FOR FILM 2023 - 2024**

Acting for Film program at New York Film Academy, further refining acting, directing and production techniques.

### **DRAMATIC ARTS 1999 - 2007**

Bachelor Degree in Dramatic Arts from the Federal University of Rio de Janeiro – UNIRIO.

## **Languages**

Portuguese *native* • English *fluent* • Italian *intermediate*

## **Hobbies**

Cinema, TV series, meditation, hiking, horseback riding, tennis, volleyball, swimming, running, being in contact with nature and community.

## **LinkedIn**

[www.linkedin.com/in/caiozaccariotto](https://www.linkedin.com/in/caiozaccariotto)