

Aline Blanco

📍 Miami, FL | ✉️ licapblanco@gmail.com | ☎️ (305)331-8854 | 💼 www.linkedin.com/in/alineblanco | 🖥️ [portfolio](#)

SUMMARY

Senior marketing leader with 15+ years of international experience across the U.S., Hispanic, and LATAM markets, specializing in **brand strategy, go-to-market (GTM) execution, and growth marketing** across CPG (food & beverage), luxury, finance, retail, and lifestyle brands. Proven track record of **launching, scaling, and repositioning brands in the U.S. market**, leading omnichannel marketing initiatives, partnerships and sponsorships, influencer programs, e-commerce and Amazon strategies, PR, and experiential marketing. Known for building high-performing teams, leading cross-functional collaboration, and translating consumer insights into **data-driven strategies that drive brand equity and revenue growth**. U.S.-based, U.S. citizen (no visa sponsorship required).

KEY ACCOMPLISHMENTS

- Directed **U.S. market entry** and **GTM strategies** for Inter&Co and Guaraná Antarctica, managing **sponsorships, experiential activations, influencer marketing, and digital campaigns**.
 - **Launched food & beverage products** in the U.S., including Bauducco Foods, Guaraná Antarctica, Conchita, and Saphirus, strengthening **retail distribution, e-commerce, and Amazon** presence.
 - Designed and optimized **360° omnichannel marketing campaigns** across **social media, email, content, and paid ads**—driving **25% client revenue growth and 95% retention**.
 - Built and **led cross-functional teams of up to 30 professionals** across the U.S. and LATAM markets, delivering **integrated campaigns and global brand management**.
 - Executed **trade marketing, retail activations, sales incentives, affiliate programs, and VIP hospitality events**, increasing **engagement** and strengthening **partnerships**.
 - Delivered **luxury brand marketing and retail strategies** for **Neiman Marcus, La Rouge Belle, and HOPE**, enhancing **customer experience, premium positioning, and high-end client engagement**.
 - Conducted **global trend research**, including Europe and China, to guide **product innovation, branding strategies, and consumer positioning**.
-

PROFESSIONAL EXPERIENCE

Project & Account Director, Samba Rock Marketing, Miami, FL 05/2021 – Present
Lead integrated marketing strategies for **CPG (mostly food & beverage), banking, fashion, and NGO clients** targeting the U.S., Hispanic, and LATAM markets.

- Spearheaded Inter&Co's **U.S. market entry**, including brand naming, research, **GTM planning, branding campaigns, NYCFC sponsorship**, and multicultural activations.
- Directed Guaraná Antarctica's **U.S. strategy**, overseeing **sampling, PPC campaigns, social media, influencer activations, sponsorship, and global brand book development**.
- Managed **content and social media strategy, influencer marketing, and events** for Bauducco Foods across the U.S. and LATAM (Argentina, Chile, Colombia, Paraguay, Peru, and Uruguay).
- Handled **Amazon listings, e-commerce, CMS management, branded content, and paid campaigns** for Bauducco and Conchita Foods.
- Launched Saphirus, an air care/home fragrance brand with a 360° GTM plan covering research, pricing, e-commerce, Amazon, and events. And created Saphirus Academy to train and scale direct sales.
- Supported the U.S. launch of TravelSana **dietary supplements**, creating **DTC strategy, positioning, and experiential activations**.
- Improved client revenue by 25%, achieved 95% retention, and secured three new accounts.

Co-Founder & Marketing Consultant, AHEAD Search & Concept, Miami, FL 06/2019 – Present

- Delivered **market reports, trend forecasting, consumer insights, and brand strategies** for fashion, grocery stores, and food & beverage clients.
- Advised on **visual merchandising, retail expansion, and social media strategy**, helping brands remain competitive in global markets.

- AVP, Marketing & Communications, Safra National Bank, Aventura, FL** 09/2019 – 02/2020
- Built U.S. marketing function for Safrapay **fintech/payments** division.
 - Designed **B2B omnichannel campaigns** for SMB clients, including **sales tools, onboarding guides, CRM email campaigns, and UX design and content marketing**.
 - Directed full GTM strategy for **Money20/20**, Las Vegas (**12,000 attendees, 3,500+ companies**).
 - Defined and tracked **KPIs to measure ROI** and **align strategies** between the U.S. and Brazil teams.
- Sales Manager, Rommanel USA, Doral, FL** 10/2018 – 05/2019
- Expanded **reseller network by 20%** via **events, influencer campaigns**, and **wholesale** distribution.
 - Increased **reseller sales** by 15% and improved inventory accuracy by 15%.
- Sales Associate, Eberjey, Neiman Marcus & Nordstrom, Miami, FL** 08/2017 – 09/2018
- Delivered **luxury retail customer experience** aligned with **high-end hospitality standards**, applying insights into **U.S. consumer behavior**.
 - Ranked among the **Top 10 sellers** four times in six months.
- Director of Merchandising & Retail, La Rouge Belle, São Paulo, Brazil** 10/2016 – 03/2017
- Oversaw **retail operations, visual merchandising, pricing, and logistics** for a **luxury brand**.
 - Launched **e-commerce platform** and **co-branding collection**, driving a **30% online sales increase**.
 - Increased total sales by 25%.
- Head of Marketing & Product, Marcyn Ind. & Com., São Paulo, Brazil** 05/2012 – 09/2015
- Directed **brand repositioning, product development** (R&D, pricing, forecasting), and **launches**.
 - Increased **market share sixfold** (ranked **#11 from #22** in Brazil's bestseller list).
 - Expanded distribution to 5,000 stores, **improved profitability** by 15% and **client base** by 30%.
 - Executed **B2B events** and **VIP hospitality programs**, **boosting engagement** with partners/retailers.
- Head of Marketing, Mundial S/A – Eberle, São Paulo, Brazil** 03/2011 – 12/2011
- Developed **B2B and B2C marketing strategies** for fashion, footwear, and accessories.
 - Created **digital catalogs** and a **sales enablement tablet app**, streamlining wholesale operations.
- Head of Communications & Product, Grupo HOPE, São Paulo, Brazil** 11/2006 – 03/2011
- Directed communications, PR, and product strategies for **lingerie, swimwear, and activewear**, elevating the brand in the **luxury fashion segment**.
 - Executed **Gisele Bündchen** campaign and deluxe collection, driving **brand repositioning** and **visibility**.
 - Revitalized **franchise program**, covering **store design, VM, and sales training**.
 - Drove celebrity **activations**, ambassador **partnerships**, and **trade shows**.
- Head of Marketing & Product, IMB Têxtil Ltda – PUKET, São Paulo, Brazil** 09/2001 – 04/2006
- Directed **product development, advertising, ambassador campaigns, and licensing projects**.
 - Launched a lingerie line with a **30x sales increase** in year one.
 - Expanded **franchise program** and **immersive retail activations**.
-

EDUCATION

Bachelor of Architecture – Universidade Mackenzie, São Paulo, Brazil

CORE SKILLS

Marketing Leadership | 360° Marketing Strategy | GTM Planning | Omnichannel & Integrated Campaigns | Brand Positioning | Sponsorships & Partnerships | Retail Activations | U.S. & LATAM Markets | Digital Marketing (SEO, SEM, PPC, Paid Media) | Social Media Strategy | E-commerce & Amazon (CMS, DTC) | CRM & Email Marketing | Consumer Insights | Event Planning, Negotiation, Production & High-End Hospitality Experience | Luxury Brand Marketing | Trade Shows | Pop-Ups, B2B2C Marketing | PR & Media Events | Negotiation | Budget Management | KPI & ROI Analysis | Trend Forecasting | Food & Beverage Marketing | Cross-functional Team Leadership | AI Tools

> **Technical Tools:** Microsoft Office, G Suite, Photoshop, Asana, ClickUp, Monday, Agorapulse, Hootsuite, Slack, Dropbox, videocall programs

> **Industry Expertise:** CPG, Fashion, Finance, Travel, Hospitality, LATAM & U.S. Hispanic Markets

> **Languages:** English (Fluent) | Portuguese (Native) | Spanish (Fluent – currently studying)