

SUMMARY

Bilingual (Portuguese and English) professional with 15+ years of marketing and sales extensive experience at Omnichannel and brand management, designing and implementing strategic campaigns to drive customer acquisition, enhance brand development, and promote product launches. Track record as a turnaround executive leading successful projects, committed to sales and margin growth through market intelligence and GTM approaches. Expertise as a creative director of campaigns as well as outstanding skills in communication, project management, problem-solving, innovation, relationship building, and negotiation. Experience in CRM. Intermediate Spanish skills (studying). Personally orchestrated a campaign and a collection with the supermodel Gisele Bündchen.

- Spearheaded offline and digital marketing, deploying strategies such as social media development and sponsored ads leading teams of up to 30 people with “lead by example” and hands-on style.
 - Planned and executed websites as well as e-commerce projects. Boosted digital presence with blog and website content, newsletters, and email marketing. A dynamic approach to innovative plans and design thinking.
 - Experienced in demand generation tactics and marketing pipeline management. Expert in advanced branding initiatives according to approved timelines and respecting budget parameters. Engaged in PR and media relations.
 - Formulated planning, price, forecast, and merchandising roadmaps. Trained in retail math and measurements - ROI and KPI's.
 - Developed successful Trade Marketing projects, events, sales incentives, affiliate marketing, visual merchandising, and POS material. Experienced coolhunter traveling abroad to identify trends and develop new projects.
 - Committed to results with the ability to increase sales and profit, growing up margin and market share.
 - Headed industries' migration to the retail, setting-up procedures, and goals. Experienced in wholesale and luxury retail.
 - Always updated with new trends, having a multicultural vision achieved in many years of traveling abroad to research innovation and customer behavior. Specialties: fashion, food/beverage, and banking.
 - Delivered multiple projects simultaneously, highly organized, with a knack for presentations. Skillfully works under pressure in a fast-paced environment, also independently. Easily adaptable and resilient.
 - Skilled in people management, talent retention, consulting skills with attention to detail. Experienced in supporting global teams across multiple time zones and using technology/Internet to improve work efficiency. Ability to quickly learn new technologies.
- Tools: Asana, Dropbox, Google Suite, Microsoft Office, ADA Compliance, and setting up campaigns at [Trend.io](https://trend.io) and at [Sampler.io](https://sampler.io).

PROFESSIONAL EXPERIENCE

Samba Rock Agency, Miami, FL, USA – Project & Account Director

from 05/2021

An integrated, digital-first advertising and marketing boutique agency, with a focus on innovation. Helping companies, brands, products, or services to connect with customers in the American market, amplifying sales.

- Working as a “bridge” between clients and the SR internal team. Being in touch with clients, participating and hosting meetings, sending deliverables, receiving feedback, and passing it to the team. Participate in briefings, planning, creative brainstorming, and strategy development with internal teams and agency partners.
- Project Management assigning tasks to the team, to guarantee that the projects are delivered within budget and on time. Collaborating with internal departments. Resolving complaints and keeping track of processes that pertain to the client's desires;
- Actively participating in strategies to help great brands (Food/Beverage, Banking, CPG, and NGO) from all over the world to expand to the US Market. And connecting brands through partnerships;
- Direct contact with the CEO/CCO to help estimate hours and costs for new business proposals. Creating long- and short-term plans, including setting targets for milestones and adhering to deadlines making effective decisions;
- Communicating with board executives/clients to keep the project aligned with their goals. And to ensure that all of their needs are understood and addressed. Ensure the demands meeting with a focus on improving the customer experience;
- Performing quality control on the projects to maintain the standards expected. Adjusting project schedules and targets as needed, and also financing adjustments if necessary in case the project changes;
- Building strong client relationships to maintain old business and acquire new customers;
- Working on researches collecting and analyzing data concerning consumer behavior to understand changing needs;
- Coordinating the sponsorship activations and partnership negotiations between brands and NYCFC, an MLS (Major League Soccer) team. And developing campaigns, giveaways, OOH advertising, and sampling distributions.

AHEAD Search & Concept, Miami, FL, USA – Co-Founder

from 03/2020

A boutique agency that offers trend research, as well as product conceptualizations. Helping mostly Brazilian companies since professionals could not travel abroad due to coronavirus. Creating content for social media, blogs, art direction, and campaigns.

- Developing market reports and customized coolhunting focused on the client's needs. Proposing strategies and line extensions;
- Researching product, branding, packaging, window displays, VM, and point of sales. Also, strategy and innovation.

Safrapay US | Safra Bank NY - Aventura, FL – Assist. Vice President (AVP) of Marketing & Communications 09/2019 – 02/2020

The acquiring bank supported by the Safra National Bank of NY. A fintech in an early stage.

The first marketing executive hired to build the department and create strategies for the US market.

- Managed and directed all brand launch initiatives based on the understanding of consumer insights, channels, marketplaces, pricing, budget and market expenses, and business opportunities. Chaired advertising agencies tender.
- Planned and executed internal communications, trade marketing, organizational and promotional events. Designed carrier letter and suggested card layouts. Mapping of the marketing funnel and customer journey.
- Coordinated company's participation at Money 20/20 in Las Vegas, the largest trade show in the fintech sector attended by 11,500+ professionals and 3,500+ companies, scheduling meetings with customers and suppliers.

Rommanel USA - Doral, FL, USA – Sales Manager

10/2018 – 05/2019

A Brazilian gold-plated fashion jewelry company with 34 years and 250 stores. Rommanel operation in the US started in 2016.

- Managed business development initiatives by maintaining top relationships with resellers, establishing new connections.
- Achieved PR goals, such as setting-up relevant partnerships and coordinating promotional events with digital influencers.
- Managed inventory using SAP and created training programs to develop and enhance reseller performance.

Eberjey, Neiman Marcus & Nordstrom – Miami, FL – Sales Associate

08/2017 – 09/2018

American chains of luxury stores.

- Achieved Top 10 best store seller award 4 times in a short period of 6 months. Provided best-in-class customer service.
- Managed customer relationships using CRM system and handled merchandising activities. Certified bra fit consultant.

La Rouge Belle – São Paulo, Brazil – Director of Retail

10/2016 – 03/2017

A fashion lingerie, loungewear, and swimwear brand owned by the famous Brazilian blogger Lala Rudge.

- Oversaw the entire retail and wholesales operations of the company, managing logistics, pricing, product planning, and purchase negotiations with external vendors and suppliers.
- Designed, planned, and executed a large e-commerce project and co-branding collection for the company by establishing goals, managing budget, and defining business models.

Marcyn Indústria e Comércio – São Paulo, Brazil – Head of Marketing & Product

05/2012 – 09/2015

Textile industry that produces/sells lingerie, swimwear, sleepwear, and activewear. Estimated annual revenue: R\$ 40 MM

Led the full rebranding project, which included the logo redesign, the redefinition of the brand's value proposition, and a new campaign that was the highest investment ever made for the company in an ad campaign.

- Successfully boosted six times the company's market share and lifted it from the 22nd to the 11th place in the Brazilian bestseller ranking through the point of sales presence optimization and effective B2B and B2C sales campaigns.
- Orchestrated the product launch, planning, and pricing for five lingerie and swimwear lines and renewed the portfolio. Also released new innovative activewear and sleepwear lines. Enhanced profitability margin by over 15%.
- Selected and hired a celebrity to star the campaign generating an enormous brand awareness conquering important space on the wholesale POS, and increasing clients portfolio by more than 30%, hitting 5,000 stores.
- Initiated the franchise project leading the opening of the flagship store, as well as training the sales team.

Mundial S/A - Eberle – São Paulo, Brazil – Head of Marketing

03/2011 – 12/2011

- Created marketing and product strategies, identified distribution channels, and business opportunities. Managed B2B projects.
- Led sales renewal process by developing a tablet catalog, integrated with the inventory, design, and customer information.

Grupo HOPE – São Paulo, Brazil – Head of Communications & Product

11/2006 – 03/2011

Market leader lingerie, swimwear, and activewear industry. Group annual revenue of R\$ 340 MM

Hired to manage marketing strategies for the brand repositioning through offline and digital campaigns and events. Redefining the product portfolio to generate brand value focused on the migration to the retail/franchise format. During this management, the company grew in market share and took the lead position, becoming a benchmark in its sector.

- Conceived and launched many bestseller products that disrupted the market, such as the Gisele Bündchen Intimates collection. Most of them are still selling these days with great success.
- Increased the swimwear collection and launched the loungewear line - a new business of the group named Hope Resort.
- Executed planning, pricing, and sales approach, achieving profit margin up to 20%.
- Chose famous brand ambassadors to the ad campaigns that generated national and international brand awareness, causing a high impact on more than 6,000 wholesale POS in the country (BR) and improving new clients' requests.
- Restarted the franchise project coordinating store design, VM, and sales team training. Nowadays, the brand has 200 stores.

IMB Têxtil Ltda | PUKET – São Paulo, Brazil – Head of Marketing & Product**09/2001 – 04/2006**

Upscale socks and lingerie textile company with exclusive stores in the market. Group annual revenue of R\$ 300 MM

Took up the mission of transforming the lingerie collection into a successful and profitable business for the company. The idea was positioning intimate as the main line to lead sales at retail stores, reinforcing the plans to start a franchise project. The whole project was a success, and PUKET was successfully sold to a large Brazilian retail group. Nowadays, they have 178 exclusive stores in Brazil.

- Formulated and launched a new lingerie collection that revolutionized the Brazilian market by opening a new niche on it. This line increased sales more than 30 times at the end of the first year. And it achieved an outstanding media return.
- Performed Marketing, Press, and Product management of the lingerie and sleepwear lines spearheading institutional campaigns and trade marketing actions.
- Negotiated partnership development and special projects with a TV broadcaster. Performed licensed collections such as Barbie, Melissa and Coca-Cola, and designed products for C&A, Galeries Lafayette, and others.
- Developed a franchise project from the flagship store conception/opening. Formatted and coordinated events such as sales training, conventions, fashion shows, and trade fairs.

VOLUNTEER WORK

Mind&Melody (Miami, FL) – singing at assisted living facilities to improve the quality of life for individuals with and without neurological impairments like dementia and Alzheimer's (since July/2018).

EDUCATION

Bachelor of Architecture – Universidade Mackenzie – Brazil

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