

Digital Marketing and Brand Strategy Expert with 10+ years of experience driving business growth through data-driven strategies, digital advertising, and UX/UI design. Proven ability to lead cross-functional creative teams, optimize marketing operations, and elevate brand positioning in competitive B2B and institutional markets. Proven expertise in corporate rebranding, multi-market brand positioning, and omnichannel campaign execution.

Skills

Performance Marketing & Digital Advertising: LinkedIn Ads, Google Ads, Meta Ads | Data Analytics & Optimization: LinkedIn Analytics, Google Analytics, A/B Testing | Brand Strategy & Positioning: Rebranding, Competitive Analysis, Growth Marketing | UX/UI & Creative Strategy: Figma, Adobe Creative Cloud, Design Systems | AI Tools & Automation: ChatGPT, Midjourney, Jasper, AI-powered Content Creation | Leadership & Cross-functional Collaboration: Team Building, Agile Workflows, Stakeholder Management

Professional Experience

● 2023 - 2025 | Head of Marketing & Design / Founder

RIZZ - Marketing and Branding Agency with international clients (Brazil and Australia)

- A strategic marketing and design consultancy specializing in 360° brand positioning and institutional communications for B2B and B2C businesses.
- Leveraged AI-driven automation to optimize marketing operations, enhance business resilience, and drive competitive advantage.
- Developed tailored strategies to scale design systems, refine processes, and improve operational efficiency across marketing, product, and sales teams.
- Led end-to-end brand repositioning projects, strengthening institutional presence and increasing engagement and conversion across key digital channels.
- Improved campaign management and reporting processes, boosting efficiency and brand engagement.

● 2022 - 2024 | Institutional Marketing & Brand Coordinator

Americanas S.A. (B2B, B2C e B2B2C) - One of Brazil's leading retail companies

- Led the brand restructuring of Americanas S.A. following its corporate transformation and judicial recovery, building a new marketing and design team from scratch to reposition the holding and its 16+ major brands.
- Played a key role in new projects and the holding company's rebrand, collaborating with executive leadership to redefine the brand's purpose, values, and market positioning—strengthening corporate identity and trust.
- Worked on scaling design systems, improving processes, and managing resources to enhance productivity and maintain consistency across projects.
- Spearheaded the launch of the new corporate website and initiated the restructuring of other key platforms, including investor relations (RI), careers, institutional, and brand center websites. Led a cross-functional team of 70+ professionals to ensure strategic alignment and reinforce the company's renewed vision.

● 2018 - 2022 | Creative and Marketing Coordinator

Lojas Americanas (B2C)

- Scaled social media presence from 800K to 10M+ followers in under two years, positioning Americanas among the Top 5 global retail brands with more interactions (Socialbakers).
- Pioneered a new revenue stream, securing paid social media campaigns for top brands like Samsung, L'Oréal, and Mondelēz, with sponsorship packages reaching \$50K per campaign.

● 2016 - 2018 | Web Designer

- Increased social media artwork production by 200% in 2017, enhancing content efficiency and scalability.

- Drove a 45% growth in sponsored posts, contributing to over \$1M in investments, strengthening brand monetization.

- Saved \$100K in external agency costs by internalizing campaign creation for physical stores and digital platforms.

- Boosted social media followers by 139%, driving 5.7B impressions in 2017 through a mix of organic and paid campaigns.

● 2015 - 2016 | Graphic Designer

São Bento Monastery - Rio de Janeiro | One of the most important historical and religious landmarks in Brazil, founded in 1598

- Designed and executed projects for large-scale events and exhibitions with over 3,000 attendees, including international presentations—one of which was for Pope Francis.

● 2014 | Instructional designer

Líteris E-learning

- Managed training projects for major corporations such as Michelin, Shell, and Raízen, developing visual materials and interactive learning modules.

Schooling

2015 - 2016 | Master in Business Management IBMEC

2009 - 2013 | Bachelor's Degree in Product Design PUC - Rio de Janeiro

Courses:

Generative AI; Facebook Marketing; Paid Traffic Management; UX/UI; Business English in Kaplan - London

Volunteer Work:

Worked on sustainable solar lighting projects for communities with limited or no access to electricity: Litro de Luz.

Achievements

2024 - Led the brand image restructuring of Americanas S.A., a century-old Brazilian retail giant that became a holding in 2021, following its 2023 crisis.

2023 - Designed for international clients, including an Australian company, managing crossborder collaboration and delivering creative solutions tailored to global markets.

2017 a 2019 - Directed campaigns that placed Americanas among the Top 5 global retail brands for social interactions (Socialbakers, 2019).

2014 - Worked as a designer in Italy, gaining hands-on experience in European design trends and enhancing cultural adaptability.

CONTACT