

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