

Eduardo Teixeira

Head of Brand and Content Strategy | Marketing Manager | Digital Marketing Specialist

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SUMMARY

Brand and marketing strategist with 14 years of experience connecting brands and people in an authentic and relevant way. My career includes leading strategic projects for global brands such as Intel, Microsoft, LATAM Airlines, Nissan, Subway, and Netflix, transforming consumer insights into campaigns that create lasting connections and deliver tangible results.

With strong expertise in market research, data analysis, and digital marketing, I bridge cultural trends and insights with storytelling and strategic business decisions, ensuring a genuine impact for both global and local audiences.

I am also a collaborative leader who believes in the power of teamwork and horizontal management, leveraging each talent's potential to deliver solutions that challenge the ordinary.

PROFESSIONAL EXPERIENCE

Consumer Insights Manager (Freelance)

Hibou, São Paulo, BR – Remote

04/2024 to 10/2024

Core Responsibilities:

- Led the execution of exploratory quantitative and qualitative research for clients, generating actionable insights to inform marketing strategies.
- Developed and presented comprehensive reports on consumer behavior and market trends for clients such as Volvo, Seara, Dasa, and Roomo.
- Managed key stakeholder relationships, ensuring that insights were communicated effectively to influence strategic decision-making.

Key Project:

- Spearheaded a global exploratory research project for Volvo across 50+ countries, analyzing socio-environmental factors impacting purchasing decisions.

Key Technologies and Tools: Meta Business Suite, SurveyMonkey, Google Forms, Typeform, Dovetail, Excel, Brandwatch, Sprout Social, Hootsuite Insights, Tableau, Power BI, Google Data Studio.

Brand & Content Strategy Director

MRM Brazil, São Paulo, BR – Hybrid

02/2022 to 12/2023

Core Responsibilities:

- Developed and implemented branding and content strategies aligned with LATAM Airlines' objectives, driving consistency across channels.
- Led cross-functional teams in planning and optimizing marketing campaigns based on KPIs, market research, and business opportunities.
- Managed partnerships with influencers and content creators, driving engagement through strategic campaigns.

Key Projects:

- Repositioned LATAM Airlines with the "Without Frontiers" campaign, leading to enhanced brand visibility and consumer engagement.
- Launched LATAM Airlines' local Instagram, achieving 290k+ followers in under a year and maintaining 86% Brand Health.
- Managed LATAM's largest sales campaign during BBB 23, integrating brandformance strategies and generating the highest sales since 2016.

Key Technologies and Tools: Google Analytics, Salesforce, Power BI, SEMrush, Trello, Meta Audience Insights, Brandwatch, Strilingue, Google Trends, Euromonitor, WGSN, Canva, Influencer Analytics, Influency.me.

Dentsu Gaming Brazil Lead

Dentsu International, São Paulo, BR– Hybrid

12/2021 to 05/2022

Core Responsibilities:

- Led digital and offline marketing strategies to promote gaming brands, including Intel and Microsoft, across Brazil and Latin America.
- Managed relationships with gaming platforms and influencers, enhancing brand presence in the gaming community.

Key Project:

- Positioned Intel as the first major Twitch partner in Brazil, resulting in 30k+ live viewers, 28M impressions, and 22M complete views.

Key Technologies and Tools: Hootsuite Insights, Market Explorer Answer the public, Google Analytics.

Brand Strategy Manager

Dentsu International, São Paulo, BR– Hybrid

07/2018 to 05/2022

Core Responsibilities:

- Conducted market and competitor analysis, leading consumer behavior research in collaboration with clients to uncover strategic opportunities.
- Directed creative concepts aligned with marketing goals, bridging storytelling with business strategies.
- Designed and implemented content and influencer strategies, including profile selection, content planning, and performance analysis.
- Maintained ongoing collaboration with creative and media teams to ensure integrated campaigns and performance optimization.
- Localized global campaigns by leveraging local research and insights, ensuring cultural relevance for the Brazilian audience.
- Facilitated collaborative workshops between agency and client teams, crafting customized solutions for brand challenges.
- Developed integrated communication plans (comms plannings), focusing on data-driven and efficient strategies.
- Clients: Intel, Microsoft Xbox, Subway, Nissin, Netflix, Canon, Ajinomoto, United Airlines

Key Projects:

- Intel "Hack the City" Campaign: Led this award-winning campaign, which garnered over 33M impressions and received an International Emmy Award in 2019 for Short Series. This series highlighted Intel's 8th Gen processors through innovative storytelling and real-world problem-solving.
- Nissin "Rock in Noodles" Campaign: Integrated strategy to position Cup Noodles at Rock in Rio through a playful and spontaneous approach that fostered engagement both inside and outside the event, unleashing the bilingual artist within each of us.
- Nissin "Sweet Flavours" Campaign: Development of a comprehensive strategy, from product creation based on social listening insights to the launch campaign of Nissin's innovative sweet ramen flavors, such as chocolate and coconut truffle (beijinho), in the Brazilian market. The initiative was driven by a creative narrative of discovery and indulgence, achieving high consumer engagement and strengthening Nissin's brand reputation.

Key Technologies and Tools: Power BI, TGI, Buzzmonitor, Trello, Google Suit, Euromonitor, Stilingue, Meta Audience Insights, Google Trends.

AWARDS

Latin Effie Awards - Long Term Effectiveness / LATAM Airlines - 2024

Effie Awards Brazil - Long Term Effectiveness / Nissin - 2022

International Emmy Awards – Short Series | 2019

EDUCATION

Bachelor's in Advertising and Marketing

Mackenzie Presbyterian University, São Paulo, BR

07/2006 to 06/2010

CERTIFICATES/COURSES

Facebook Certified Creative Strategy Professional, Meta, BR

10/2019

Growth Marketing Management, ComSchool, BR

07/2017

Planning Pocket, Miami Ad School, BR

11/2014

Business English, Upper Madison College, CA

03/2013

LANGUAGES

- **Portuguese:** Native
- **English:** Fluent
- **Spanish:** Intermediate