

## Professional Summary

Creative Lead with experience in branding, campaigns, and creative operations across companies such as iFood, Conta Azul, and CRM Bônus. Leads multidisciplinary teams connecting branding, marketing, product, and performance to develop campaigns, visual systems, and brand experiences across digital and physical environments.

Experienced in building creative workflows, directing campaigns, developing brand systems, and leading communication projects for activations, trade marketing, paid media, and large-scale brand experiences, including initiatives such as Big Brother Brasil, Carnaval SP, and iFood Park. Hands-on professional combining creative direction, operational organization, and project development that connects communication, brand experience, and business goals.

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## Skills

- **Creative Leadership & Operations:** Multidisciplinary Team Leadership • Creative Operations Structuring • Creative Direction • Cross-functional Management • Process Development • Creative Workflow Organization
  - **Branding & Brand Experience:** Brand Systems • Integrated Campaigns • Brand Activations • Trade Marketing • Design Systems • Brand Experience • Offline & Digital Communication
  - **Performance & Communication:** Performance Campaigns • Data-Driven Branding • ABM • Social Media • Institutional Communication • Acquisition & Retention Campaigns
  - **Tools & AI:** Adobe Creative Cloud • Figma • Midjourney • GPT
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## Professional Experience

### Head of Art — Bell Ventures (06/2025 – Present)

- Leading a multidisciplinary team across branding, social media, product, digital, and performance.
- Structuring creative squads, organizing workflows, and supporting the operational development of the team.
- Creating and implementing the company's design system, ensuring visual consistency across campaigns, digital channels, and POS materials.
- Evolving the brand's visual identity across digital presence, institutional communication, and physical materials.
- Creative direction for campaigns across social media, paid media, and institutional communication.
- Integrating generative AI into creative workflows to optimize processes and team deliveries.
- Defining key visuals guided by performance metrics, consumer behavior, and market trends.
- Analyzing metrics to optimize acquisition and retention campaigns.
- Partnering with product and technology teams to evolve the company's digital experience and official website.

### Creative Lead — CRM Bônus (07/2023 – 05/2025)

- Led multidisciplinary teams across branding, campaigns, paid media, social media, and institutional communication.
- Structured creative workflows, processes, and operational organization for team demands and deliveries.
- Developed brandbooks, key visuals, and visual identity systems, ensuring consistency across campaigns, product, and institutional communication.
- Managed creative campaigns for Meta and Google Ads focused on acquisition, retention, and ABM strategies, guided by performance metrics and media efficiency.
- Developed branding and marketing strategies aligned with brand positioning, growth, and commercial goals.
- Created the visual identity for the Vale Bonus app, strengthening brand communication across B2B and B2C markets.

### Senior Marketing & Creative Coordinator — Conta Azul (04/2022 – 06/2023)

- Led multidisciplinary teams across design, content, motion, web, events, and project management.
- Organized creative workflows and aligned branding, paid media, social media, POS, events, and product campaigns.
- Defined and monitored marketing OKRs in partnership with creative, marketing, and product marketing teams.

- Planned integrated campaigns focused on conversion and customer journey alignment between marketing and sales.
- Developed and supervised brand guidelines, institutional materials, campaigns, and event communication.
- Structured processes, visual standardization, and operational organization for the marketing department.

#### **Creative Coordinator — iFood (06/2019 – 04/2022)**

- Led offline projects, brand activations, and trade marketing materials for initiatives such as Big Brother Brasil, Carnaval SP, iFood Park, and iFood Mercado.
- Developed visual identities, campaign materials, and physical brand experiences in partnership with branding, trade marketing, and events teams, translating digital campaigns into live activations.
- Reviewed and expanded the company's brandbook for activations, trade marketing, and delivery operations.
- Developed the visual identity for special projects such as the ADA robot, electric bikes, drones, Parque Ibirapuera activations, and iFood Mercado across app, media, and physical environments.
- Produced physical brand materials including delivery bags, packaging, gifts, promotional products, and communication assets for logistics and delivery partners.
- Developed the ESG project "Já Fui Bag," a delivery bag recycling initiative that repurposed over 130 tons of material in partnership with local communities.
- Created the iFood Mercado holiday recipe book in partnership with Bouquet Garni Gastronomia Criativa, connecting content, brand experience, and in-app promotions.

#### **Creative Director & Illustrator — Estúdio Cako Martin (07/2012 – 05/2019)**

- Created and directed branding, campaign, illustration, and brand experience projects for national and international clients.
- Developed visual identities, packaging, activations, promotional materials, and product lines.
- Worked on projects for brands such as Havaianas, Nestlé, Electrolux, MTV, Levi's, and Unimed.
- Collaborated on communication, branding, and art direction projects for agencies and companies including VML, Y&R, Wunderman, FutureBrand, Liberty Brasil, and Liberty Mutual USA.

#### **Education**

Bachelor's Degree in Industrial Design — Product Design (Centro Universitário Belas Artes de São Paulo)

#### **Additional Courses**

- Public Speaking — Escola Conquer
- Chora PPT & Chora Solto — Escola Perestroika
- AI Art for Designers — Green Club / Marco Lang
- IA Lab / Nexos IA — Marcelo Kimura

#### **Languages**

- Portuguese — Native
- English — Advanced
- Spanish — Basic

#### **Projects, Exhibitions & Recognition**

- Guest jury member at Belas Artes de São Paulo for Graphic Design, Product Design, and Interior Design programs.
- Participation in artistic projects and exhibitions such as Repetto Paris Exhibition, Show Us Your Type Hong Kong & Shanghai, Italian Crazy Shoes by ANCI and MICAM (Milan), Phobia Exhibition (Lithuania), Cow Parade, Elephant Parade London, Vogue Fashion Night Out São Paulo, and Manifesto do Papel Canson.
- Creative residency in New York (2013–2014) focused on visual research, development of an authorial creative language, and immersion in the city's contemporary art and design scene.