

## Cako Martin

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### Professional Summary

Creative professional with over 15 years of experience in design and branding, specialized in creative direction, product creation, on/offline campaigns, team management, and integrated campaigns. Expert in strategic design and user experience, aligning creativity with performance metrics for greater measurable impact on sales and engagement. Experienced in creating and developing packaging, key visuals, websites, landing pages, apps, and campaigns, as well as managing partner agencies, suppliers, print production, and budget control.

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**Education:** Industrial Design – Product Design | Centro Universitário Belas Artes de São Paulo.

**Additional Training:** Public Speaking (Escola Conquer), Chora PPT & Chora Solto (Escola Perestroika), AI Art – Artificial Intelligence for Designers and Artists (Green Club Marco Lang), IA Lab/Nexos IA (Marcelo Kimura)

**Languages:** Portuguese (Native) | English (Advanced) | Spanish (Basic)

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### Skills and Competencies

#### Leadership and Management

- Leadership of high-performance teams, creative projects, visual identity, and 360° campaigns (online/offline) focused on measurable results.
- Structuring squads and using agile methodologies for efficiency and problem solving.
- Individual and group team development through feedback and mentoring.
- Budget management and use of KPIs to optimize strategies and client retention.

#### Branding and Marketing

- Development of branding and marketing strategies, connecting physical and digital experiences to maximize ROI and engagement, assigning initiatives aligned with ESG values.
- Campaign planning between marketing and sales.

#### Analysis and Results

- Focus on customer experience to increase retention and relevance.
- Data analysis to improve actions and results.

#### Creation and Project Management

- Creative direction of visual identity in integrated campaigns, brand books, and institutional assets such as key visuals, social media, illustration, photography, and video, focused on results.
- Adobe Suite, Figma, Miro, Midjourney, Gemini, GPT, and Google Workspace.
- Time, productivity, and resource management with Notion, Trello, Jira, Asana, and Monday.

#### Evaluation and Teaching

- Member of the examination board at Belas Artes de São Paulo, evaluating projects in Graphic Design, Product Design, and Interior Design.
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### Professional Experience

#### Head of Art • BandBet • 06/2025 – Present

- End-to-end leadership of the creative team: hiring, squad structuring, and talent development.
- Creative direction of campaigns and rollouts for Social Media, Ads, and digital products.
- Creation and implementation of the brand's Design System, ensuring visual consistency and scalability.
- Application of generative AI solutions to accelerate processes and increase productivity.
- Co-direction of key visuals based on performance data, audience behavior, and trends.
- Data analysis (big numbers) to generate insights and campaign rollouts focused on acquisition and retention.
- Presentation and defense of campaigns to stakeholders and internal teams.
- Co-leadership in the UI/UX development of the official website, in partnership with the technology team.

**Creative Lead • CRM Bônus • 07/2023 – 01/05/2025**

- Management of Ads (Meta/Google), with tests and new creatives resulting in a 50% increase in conversions compared to the previous period.
- Creation of a brand book and institutional assets that ensured brand consistency, increasing brand recognition in market research and online presence.
- Leadership of a multidisciplinary creative team, promoting innovation and collaboration, with a 25% increase in team efficiency and a 48% reduction in delivery time.
- Development of branding and marketing strategies that resulted in a 60% increase in qualified leads and growth in brand awareness, especially in the Vale Bônus app traffic, which saw a 42% increase in daily interactions.

**Senior Creative Coordinator • Conta Azul • 04/2022 – 04/2023**

- Structured and developed a creative team integrating branding, paid media, and social media, resulting in a 30% increase in campaign efficiency through cross-department collaboration and a 60% increase in team efficiency and timelines.
- Creation of marketing OKRs, with a 25% increase in conversions and a 20-point increase in NPS, reaching an NPS of 80.
- Campaign planning between marketing and sales, improving the customer journey, leading to increased retention and a 15% decrease in churn.
- Development of institutional style guides that strengthened brand identity, resulting in a solid identity with higher brand recognition.

**Creative Coordinator • iFood • 06/2019 – 03/2022**

- Developed assets and identities for Carnaval, Big Brother Brasil, and iFood Mercado, generating a 40% increase in engagement, with effective integration between online and offline experiences.
- Improvement of actions based on data analysis for greater efficiency and results.
- Led the creation of the "Já Fui Bag" initiative, reusing more than 130 tons of delivery bags, generating jobs and reinforcing the brand's social commitment.
- Creation of the brand book and identity for activations and events, including delivery modals (ADA robot, bike, and drone), and all offline presence such as packaging and points of sale, strengthening brand love.

**Creative Director and Illustrator • Estúdio Cako Martin • 07/2012 – 05/2019**

Created endomarketing and internal communication campaigns for brands such as Grupo Ultra/Ultragaz, Unimed, Liberty (Brazil), and Liberty Mutual (USA), driving much higher internal engagement and increased NPS. In addition, signed product lines and illustrations for Levi's, Havaianas, MTV, Nestlé, Electrolux, Epson, Dove Men, Bic, and Canson. Highlighted projects include Havaianas Arts by Cako, resulting in a 25% revenue increase with sell-outs in more than 30 countries, and Nestlé Easter tins, which boosted the brand's on/offline presence, contributing to a 40% increase in seasonal sales and significant engagement on social media.

**Art Residency • New York, USA • 10/2013 – 08/2014**

Experienced the local creative scene through exhibitions and artistic events, interacting with other artists. This enriched my repertoire, improving collaboration, critical analysis, and visual communication in design, art, and photography, enabling me to convey ideas clearly through new experimentation.

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**Authorial Artistic Achievements**

- Cow Parade SP, Elephant Parade London (guest artist) and SP, Vivo Call Parade, Mônica Parade
- Repetto Paris Exhibition (São Paulo)
- Live Painting Westwing – Vogue Fashion Night Out (São Paulo)
- Manifesto do Papel Canson (São Paulo)
- Show Us Your Type (Hong Kong & Shanghai)
- Phobia Exhibition (Lithuania)
- Italian Crazy Shoes by ANCI and MICAM (Milan).