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Professional Summary: Creative professional with over 15 years of experience in design and branding, specializing in creative direction, product development, on/offline campaigns, team management, and integrated marketing. Expert in strategic design and user experience, combining creativity with performance metrics for measurable impact on sales and engagement. Skilled in packaging design, key visuals, websites, landing pages, apps, and campaigns, as well as agency and vendor management, print production oversight, and budget control.

Skills & Competencies

Leadership & Management

- Leadership of high-performance teams and 360° creative and ID projects (on/off) with a focus on measurable results.
- Structuring squads and applying agile methodologies for efficiency, team development, and problem-solving.
- Individual and group development through feedback and mentorship.
- Budget management and use of KPIs to optimize strategies and client retention.

Branding & Marketing

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

Analysis & Results

- Customer experience-driven approach to increase retention and brand relevance.
- Data analysis for performance improvement and enhanced outcomes.

Creative & Project Management

- Creative direction of visual identities in integrated campaigns, brand books, and institutional assets, including key visuals, social, illustration, photography, and video, with a results-oriented approach.
- Proficient in Adobe Suite, Figma, Miro, and Google Workspace.
- Project and resource management using Notion, Trello, Jira, Asana, and Monday.

Evaluation & Teaching

- Member of the review panel at Belas Artes University in São Paulo, evaluating Graphic Design, Product Design, and Interior Design projects.
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Professional Experience

Creative Lead • CRM Bônus • Jul 2023 – Present

- Managed Ads (Meta/Google), running tests and new creatives that led to a 50% increase in conversions compared to the previous period.
- Created brand book and institutional assets, ensuring consistent branding and increasing brand recognition in market research and online presence.
- Led a multidisciplinary creative team, fostering innovation and collaboration, resulting in a 25% increase in team efficiency and a 48% reduction in delivery times.
- Developed branding and marketing strategies that led to a 60% increase in qualified leads and boosted brand awareness, especially in the Vale Bônus app, which saw a 42% increase in daily interactions.

Senior Creative Coordinator • Conta Azul · Apr 2022 – Apr 2023

- Structured and led a creative team integrating branding, paid media, and social media, resulting in a 30% increase in campaign efficiency and 60% improvement in team performance and delivery.
- Developed marketing OKRs, achieving a 25% increase in conversions and a 20-point rise in NPS, reaching a score of 80.
- Planned cross-functional campaigns with marketing and sales, improving the customer journey, increasing retention, and reducing churn by 15%.
- Developed institutional style guides, reinforcing brand identity and recognition.

Creative Coordinator • iFood · Jun 2019 – Mar 2022

- Developed assets and identities for major campaigns like Carnival, Big Brother Brasil, and iFood Mercado, leading to a 40% increase in engagement and effective integration of online/offline experiences.
- Enhanced actions based on data analysis, increasing efficiency and results.
- Led the “Já Fui Bag” initiative, repurposing over 130 tons of delivery bags, generating jobs and strengthening the brand’s social impact.
- Created the brand book and identity for events and activations, including delivery modals (ADA robot, bikes, drones), packaging, and points of sale, reinforcing brand affinity.

Creative Director & Illustrator • Estúdio Cako Martin · Jul 2012 – May 2019

Developed internal communication and endomarketing campaigns for companies like Grupo Ultra/Ultragas, Unimed, Liberty (Brazil), and Liberty Mutual (USA), driving internal engagement and higher NPS. Created custom product lines and illustrations for Levi's, Havaianas, MTV, Nestlé, Electrolux, Epson, Dove Men, Bic, and Canson.

Notable projects include *Havaianas Arts by Cako*, which resulted in a 25% revenue increase with sold-out sales in over 30 countries, and *Nestlé Easter Tins*, which boosted seasonal sales by 40% and engagement on social media.

International Creative Residency • New York, USA · Oct 2013 – Aug 2014

Immersed in the local creative scene through exhibitions and artistic events, collaborating with other artists. Enriched creative repertoire and improved collaboration, critical thinking, and visual communication in design, art, and photography—enabling clear idea communication and creative experimentation.

Education (Bachelor's Degree)

Industrial Design – Product Design at Centro Universitário Belas Artes de São Paulo

Courses

- Presentation & Public Speaking – *Chora PPT & Chora Solto (Perestroika)*
 - Public Speaking – *Conquer*
 - AI Art: AI for Designers and Artists – *Green Club / Marco Lang*
 - AI for Business – *StartSe*
 - AI Lab – *Marcelo Kimura*
 - NEXUS AI – Fundamentals and Practical Application of AI
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Languages

- Portuguese (Native)
- English (Advanced – C1)
- Spanish (Basic)