

**Cako Martin** (5511) 99902-1233

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**Professional Summary:** Creative leader with over 15 years of experience in design and branding, specializing in creative direction, product creation, on/offline campaigns, team management, and integrated marketing strategies. Expert in strategic design and user experience, aligning creativity with performance metrics to achieve measurable impact on sales and engagement.

**Education:** Bachelor's in Industrial Design – Product Design, Centro Universitário Belas Artes SP

**Public Speaking Courses:**

- Chora PPT & Chora Solto (Perestroika)
- Public Speaking (Conquer)

**Artificial Intelligence Courses:**

- Ai Art - IA for Designers e Artists (Green Club Marco Lang)
- Ai for Business (StartSe)
- Ai Lab Marcelo Kimura
- NEXUS Ai - Fundamentals and Practical Applications

**Languages:**

- Portuguese (Native)
  - English (Advanced - C1)
  - Spanish (Basic)
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**Professional Experience**

**Creative Lead** · [CRM Bônus](#) · 07/2023 - Present

- Managed Ads (Meta/Google), optimizing creatives and testing strategies, leading to a 50% increase in conversions compared to the previous period.
- Developed the brand book and institutional assets, ensuring brand consistency, increasing brand recognition in market research and online presence.
- Led a multidisciplinary creative team, fostering innovation and collaboration, which resulted in a 25% increase in team efficiency and a 48% reduction in project turnaround time.
- Developed branding and marketing strategies, leading to a 60% increase in qualified leads and higher brand awareness, particularly in the Vale Bônus app, 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, leading to a 30% improvement in campaign efficiency and a 60% increase in team productivity.
- Defined marketing OKRs, increasing conversions by 25% and raising the NPS score by 20.
- Planned campaigns between marketing and sales, enhancing the customer journey, resulting in higher customer retention and a 15% reduction in churn.
- Developed institutional style guides, strengthening brand identity and recognition.

**Creative Coordinator** · [iFood](#) · 06/2019 - 03/2022

- Developed visual assets and branding for major campaigns, including Carnaval, Big Brother Brasil, and iFood Mercado, increasing engagement by 40% through seamless online and offline experiences.
- Improved campaigns based on data analysis, enhancing effectiveness and results.
- Led the "Já Fui Bag" initiative, repurposing over 130 tons of delivery bags, generating jobs and reinforcing the brand's social responsibility commitment.
- Created the brand book and visual identity for events and activations, including delivery vehicles (ADA robot, bikes, drones), strengthening brand love and offline presence.

### **Creative Director & Illustrator** • Studio Cako Martin • 07/2012 - 05/2019

- Internal communication and employer branding campaigns for brands like Grupo Ultra/Ultragaz, Unimed, Liberty (Brazil), and Liberty Mutual (USA), significantly boosting employee engagement and NPS scores.
- Created signed product lines, illustrations, and campaigns for Levi's, Havaianas, MTV, Nestlé, Electrolux, Epson, Dove Men, Bic, and Canson.
- Havaianas Arts by Cako: 25% revenue increase, sold out in over 30 countries.
- Nestlé Easter Tins: Strengthened on/offline brand presence, resulting in a 40% increase in seasonal sales and significant social media engagement.

### **International Creative Residency** • New York, USA • 10/2013 - 08/2014

- Engaged in the local creative scene through exhibitions and artistic events, collaborating with artists and expanding critical thinking, design, art, and photography skills.
  - Enhanced visual communication and creative experimentation, refining storytelling and conceptual development.
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## **Skills & Competencies**

### **Leadership & Management**

- Leadership of high-performance creative teams, branding projects, and 360° campaigns (ON/OFF) with a focus on measurable results.
- Structuring agile squads for efficiency, team development, and problem-solving. Individual and team mentorship, performance feedback, and development.
- Budget management and KPI-driven strategies for customer retention and business growth.

### **Branding & Marketing**

- Development of branding and marketing strategies, integrating physical and digital experiences to maximize ROI and engagement.
- Marketing and sales campaign planning to optimize customer journeys and retention.

### **Analytics & Results**

- Customer experience-focused strategies to enhance retention and brand relevance.
- Data-driven decision-making to improve marketing efficiency and impact.

### **Creative & Project Management**

- Creative direction for brand identity, integrated campaigns, and institutional assets, including key visuals, social media, illustration, photography, and video
- Expertise in Adobe Suite, Figma, Miro, and Google Workspace.
- Project management and productivity tools: Notion, Trello, Jira, Asana, Monday.

### **Evaluation & Teaching**

- Member of Graduation Project Review Board at Centro Universitário Belas Artes SP, assessing projects in Graphic Design, Product Design, and Interior Design.