

## Marketing Communications Manager

*Accomplished, visionary leader with proven success creating bottom-line impact through execution of marketing and communication initiatives aligned with emergent strategies.*

Stellar record of serving 130+ B2B clients in multiple industries, such as fashion, heavy machinery, beverages, electronics, education, medicine, home design, and real estate. Adept at formulating, leading, and implementing marketing and communication strategies. Change agent and powerful communicator; history of transforming underperforming organizations into successful ones, while leading through integrated marketing initiatives to realize sustainable success. Rich experience in product development, research, and launch. Demonstrated expertise in budgeting, supply chain administration, press advisory, printing materials, digital and traditional media, as well as social media strategy deployment. Recognized for developing and executing brand strategy for growth and awareness, while providing thought leadership and product marketing insights for roadmap development.

Known for identifying opportunities within business segment and deploying growth strategies to achieve competitive advantage. Expert in leading and managing multifaceted teams to realize corporate goals. Capable of driving overall aspects of marketing and communication to attain ground-breaking results. Innate ability to plan digital marketing campaigns, including web, and email. Astute in formulating, implementing, and overseeing company's social media strategy to improve brand awareness and marketing efforts. Instrumental in ensuring online presence on all social media platforms, while engaging and interacting with social media users. Excellent communication, negotiation, analytical, relationship building, problem-solving, and decision-making skills.

### Skills & Competencies

- Strategic Planning & Execution
- Corporate & Product Marketing
- Team Leadership & Training
- Budgeting & Cost Control
- Account Management
- Public Relations
- Competitive Intelligence
- Marketing Operations
- New Products Launch
- Lead Generation
- Project Management
- Business Development
- Digital & Event Marketing
- Change Management
- Marketing & Communications Strategy
- Revenue Generation / Maximization
- Brand Management & Growth
- Internal & External Communications
- Customer Relationship Management
- Growth & Profitability Enhancement
- Executive Reporting & Analysis
- Savvy technology user

### Relevant Experience

#### KHS AG, Brazil and Germany

##### Marketing Manager | Marketing Staff Member

Strengthened brand image by overseeing multiple marketing communications branches, such as trade shows, press advisory, website, inner communications, product catalogs, advertising, market research, and stakeholders' reports.

- Transferred to Germany for managing company's first international multimedia project, UX planning and implementing
- Conducted in-depth research to gather corporate and product information.
- Managed information like product descriptions, images, and videos from company's affiliates located in Brazil, Mexico, USA, and China along with some European and Asian countries.

#### Dynacom Ltda., Brazil

##### Marketing Communications Specialist

Managed end-to-end aspects of product design and strategic marketing communications.

- Used marketing tools like press advisory, events, shows, advertisement, and sales support materials for:

- product research; mockup development; testing; packaging design; and final market launch

## Other Professional Experience

### Labitha LLC, Florida

2019 – Present

#### Real Estate Investor

Manage personal assets, while selling, purchasing, and renting properties to boost profit.

- Sold and bought several properties worth over \$1M.
- Generated revenue by selling 3 and renting 2 properties in Brazil (2019).
- Sold, bought, and rented 1 property in 2021.
- Purchased and rented a property in the US in 2022.

### Guinho's Confeções Ltda., São Paulo, Brazil

1998 – 2018

#### Sales and Administrative Director

Ensured oversight of finance, logistics, and sales functions for the Brazilian market. Leveraged leadership skills to steer a team of sales representatives for seamless operations. Conducted comprehensive research of fashion tendencies for collection development including textiles and models. Carried out a series of tasks, such as performing cost analysis, setting pricing, and generating production reports. Ensured management of logistics functions. Handled invoice issues, as well as client charging, banking, taxes, and accounting matters.

- Directed overall marketing operations including campaign planning and strategic activities.
- Grew company by expanding client base from 50 to 100+ across Brazil.
- Doubled number of products from regular 25 products to 50 different products.
- Systematized logistics functions and executed online orders system.

## Additional Experience

Real Estate Agent at Agent Plus Realty LLC

Company Owner at Kreativ Marketing / BTL Communication

Advertisement Teacher at Guarulhos University

Junior Writer at WRPA Advertising

Cartoon Final Art at ECA USP

## Education & Credentials

**Bachelor's Degree, Mass Communication/Media Studies** | Universidade de São Paulo, Brazil

## Licenses & Certifications

Facebook Marketing Strategist - The Lead Agent

Real Estate Sales Associate - Gold Coast Schools SL34,65662

## Honors & Awards

First Prize at the Sage Ad Awards (Sao Paulo) - Print Category - ESPM Escola Superior de Propaganda e Marketing