

Hey there!

Very nice to meet you!

I'm Juliana. **EU citizen**, I was born and raised in São Paulo, lived in New York City and nowadays I am living and working in Barcelona.

Graduated in **advertising and marketing**, and specialised in **Digital Marketing**, Branded **Content** Strategy, Purpose-Driven Strategy, **Storytelling** and WOW Presentations, I am an experienced Brand, Marketing, Comms & E-Commerce **Leader** and **Creative Strategist**.

Passionate about Market Research, Consumer Behaviours & Trends, I'm highly skilled in planning, implementing and monitoring purpose-driven, business-focused, high-budget Brand, Marketing & Comms Integrated Plans, outstanding **Campaigns** or single Activations grounded in **Data Analytics**, impactful yet actionable **Insights** and **growth**-oriented KPI's, actively measured to take preventive or corrective actions to achieve goals.

Thanks to my experience at **the most award-winning creative agencies**, my core differentiation is a strong ability to **think both strategically and creatively**, with a demonstrated background in **Strategic Planning, Creative Direction, Business Development and Entrepreneurship**.

I have a lot of experience leading **cross-functional teams** with a **positive and can-do** attitude, and a **forward-thinking, provocative and highly inspiring** spirit. Using **agile** methodology to manage many projects simultaneously, I prioritise and meet tight deadlines in diverse areas.

Today, I work with agencies and directly for brands from Barcelona, Madrid, Nice, London, Palo Alto, and Sao Paulo with stories, @ - the very first agency focused on **storydoing** in Europe, which I founded in 2018.

In 2020, I also founded Borogodó®, my own fashion e-commerce which is an exclusive Brazilian corner in Europe.

For the last two years I was working part-time as **Global Brand Creative Lead** for a B2B/B2C French-Brazilian fashion group.

Looking forward to hearing from you,



## juliana verissimo

I'm a highly skilled **brand, marketing & e-comm strategist, creative director, leader** and **entrepreneur** with a strong **FMCG, Beauty, Fashion Tech** expertise and over **20 years of international experience** in leading agencies working both for **B2B & B2C** businesses.



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## EDUCATION AND COURSES

- Content Marketing Strategy**, Like Marketing, June 2020
- IAB Digital Marketing and Media Foundations**, Google, July 2019
- Digital Marketing**, Universidade de São Paulo (USP), January 2019
- 'Find Your Why' Course**, Simon Sinek, October 2018
- Bachelor of Advertising and Marketing**, Universidade Paulista (UNIP), August 1998 - May 2001

## (MAIN) PROFESSIONAL EXPERIENCE

**Senior Global Brand Marketing Strategist, Creative Director, Business Developer, Founder** | stories,, since March 2018 (Barcelona, Spain)

Planning, creating, leading and executing **purpose-driven, impactful and omnichannel brand and marketing growth strategies** for agencies or brands, working with and managing cross-functional talents and third-party.

- **market, social, cross-cultural** and future **trends research** two years ahead
- **consumer behaviour**, with specialty knowledge of **gen Z** and **millennials**
- analytics and **powerful insight** to drive **growth**
- **B2C / B2B** ideal consumer profile (**ICP**), segmentation & **customer journey**
- the brand's **purpose** and meaningful brand **storytelling** (manifesto) grounded on it
- **business strategy** and planning
- **multi-market brand strategy**, planning and **management** to increase brand awareness, consideration, conversion, loyalty
- **go-to-market (GTM) strategy** for launching a new product or expanding an existing product into a new market
- **retail** (shopper and trade) strategy and planning
- **e-commerce** strategy, planning and full **management**
- full-funnel **360° marketing** communications strategy and planning: ATL, BTL, PR, Events, Entertainment, Trade, Digital (Branded Content, SEO, SEM, E-mail, Social Media, Influencer, Community, Paid...) and Mobile (App)
- **bold creative idea** and execution/distribution for online and offline campaigns, activations, initiatives, events and contents
- **graphic and web design; photo, audio and video ideation, production direction and edition**
- outstanding **presentations** (storytelling and design)

**Global Brand Creative Lead** | Rio de Sol, BBS Group  
October 2020 - December 2022 (Nice, France - remotely from Barcelona, Spain)

Rio de Sol is the in-house swimwear brand of the BBS Group, the major global distributor of Brazilian swimwear mostly focused on B2B. In 2023, they plan to launch two new fashion brands and one personal care brand.

- **rebranding** of Rio de Sol
- **repositioned** the brand into a **sustainable and inclusive** one, more suitable to **gen Z** - the ideal customer profile identified
- **implemented the change with all stakeholders**
- reorganised the **brand's portfolio** according to the new branding, KPIs, market trends and consumer behaviour
- drove the **sustainable transformation** of their products into biodegradable fabric
- identified the **brand's CSR strategy** and partnered with some globally renowned NGOs suitable to the cause - ocean cleaning
- led the **brand strategy, identity and activation** globally
- **guardian of the brand** both internally and externally
- drove growth and engagement in **full-funnel** for global consumers both **B2B** (+40% in 2022) and **B2C** (+10% in 2022)
- **achieved 100% of community growth** in 2 years on a 10-year old community
- created four collections in 2021 and 2022 for Rio de Sol aligned with the new branding
- stayed **up to date** with **seasonal market**, consumer **behaviour** and **trends** to identify brand opportunities
- global collection **campaigns** for B2B / B2C customers, **from ideation to execution**
- naming, logo, visual identity, brand strategy and **brand guide** for new brands

**Brand Marketing Director, EU E-commerce Director, Founder** | Borogodó.shop  
Since June 2020 (Barcelona, Spain)

My own fashion and lifestyle EU e-commerce which was born in the midst of the pandemic to spread to Europeans the radical optimism of Brazilians.

- MVP planned, developed and launched by myself in exactly one month from ideation day
- end-to-end business, brand and e-commerce (Shopify) multi-market strategy, plan and management focused on customer experience and performance; focus on Spain, Portugal, France and Italy
- in the 2nd month I started to have profit thanks to the GTM, marketing and content strategy that I planned, created and executed driving growth in new markets

**Senior Brand Creative Strategist (freelancer) | BBDO Spain**  
March 2020 - July 2020 (Barcelona, Spain)

A 5-months contract to...

- compile all works done to the client Colacao in 2019
- analyze both **brand** and **campaign performance metrics** tracked quarterly by **Kantar**, such as **brand awareness, association, consideration, conversion, cross-media impact**, and more
- create and present to Colacao a Brand Review with a compelling data visualization to show how the brand evolved in 2019 against their annual goals
- bring **actionable insights**, based on **benchmarking** and **future trends**, to grow the brand two years ahead

**Strategic Planning Director, Creative Director, New Business Director | Globally, Newlink**  
November 2016 - July 2018 (Barcelona, Spain)

- communications and PR agency specialised in **lifestyle**
- built and managed the strategic area
- led a talented creative **team of six** art directors and copywriters
- worked cross-functionally with other teams to **create and execute campaigns, activations, experiences and PR events**
- grew the business in key accounts (**Nespresso, PUIG, PepsiCo**) and prospects (**eDreams, Bayer, Nestlé**), being the **brand guru inside the agency**
- after a year in the agency, it jumped **from 7th to 3rd in the ranking** of Spanish communications agencies by revenue

Main projects:

- 'The Meaningful Journey' for eDreams: brand narrative and experience, as well as the **pioneering study** on Travel Motivations
- Nespresso 'Essenza Mini' release in Spain with the artist Nuria Mora
- Nespresso Summit 2018, the innovative format for their Annual Sales Convention bringing a visionary mindset to employees
- PUIG x Antonio Banderas - '20 years of Seduction', an event in his own house in Marbella

**Strategic Planning Manager | AlmapBBDO**  
September 2015 - October 2016 (São Paulo, Brazil)

- **most creative agency of the decade** according to Cannes Lions
- responsible for the brand experience strategic planning, **managing two** strategists
- worked side-by-side with the advertising strategists and **analytics & insight** team
- **integrated marketing communications planning** for key global accounts: **Havaianas, C&A, Visa, Pepsi, among others**

Main project:

The **visionary and original product idea** for the Visa Contactless Wristband, as well as following through with the strategy and **product development** to launch this **never-seen-before in Brazil** gadget as part of Visa's **sponsorship** of the 2016 Rio **Olympic Games**.

**Senior Brand Creative Strategist | Netza**  
August 2014 - August 2015 (São Paulo, Brazil)

- pitched and won **Honda's events account**
- responsible for the exponential growth of the **Samsung** account
- planning of groundbreaking and effective strategies focused on **retail**, such as the launch of the KZoom cell phone, a **GTM activation reaching 750,000 potential consumers** in two weeks
- planned the creative strategy that won the pitch '**Fashion Truck C&A in Lollapalooza**', a successful brand experience during the festival in 2015

**Strategic Planning Manager | Newstyle / DM9**  
September 2009 - February 2012 (São Paulo, Brazil)

- a bold marketing & comms agency with **remarkable campaigns** that became part of Brazilian popular culture
- led a **team of four** strategists
- head of strategy for the agency's #1 client - **P&G (Gillette, Pantene, Kolesterol, Olay, Wella Professional)** - and **AB InBev** (world's largest brewer), among other clients such as BRF Foods, Mondelez, LATAM Airlines.

Main projects:

- 'Pantene Institute' with **Gisele Bundchen**
- 'Xuxa Morena', **the most awarded brand-building PR campaign** in Brazil

*More positions & references on my [LinkedIn](#) page.*

*Portfolio available at [julianaverissimo.com](http://julianaverissimo.com) and [stories.boutique](#).*

**(MAIN) DAILY TOOLS**

TGI, Euromonitor, Kantar, Nielsen, Ipsos, WGSN, LS:N, TrendWatching, Futurism, Typeform, Focus Group, Ethnographic, CRM, Google Analytics, Meta Business, Mailchimp, Sprout Social, Hootsuite, Brandwatch, SEM Rush, Numbers, Excel, Word, Pages, PowerPoint, Keynote, Canva, Adobe Creative Suite (Photoshop, Illustrator, Lightroom) iMovie, Elementor, WordPress, Wix, Shopify, and more

**LANGUAGES**

**English** (Full Professional Proficiency | C1 Level), **Spanish** (Bilingual Proficiency), **Portuguese** (Native Proficiency)