

Hey there!

Very nice to meet you!

I'm Juliana. Brazilian and **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 Impactful Presentations**, I am an **experienced Brand, Marketing & Comms 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**, actionable **Insights** and goals-based **KPI's**, actively measured to take **preventive or corrective actions** to achieve objectives.

() Above the Line, Below the Line, Digital Marketing, Content Marketing, Trade Marketing, POS Material, Comms, PR, Events and Sponsorship, among others.*

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.

Finally, since 2020, I work part-time as **Head of Brand for a B2B/B2C French-Brazilian fashion group**. It's a 2 years fixed-term contract which will expire in December 2022.

Then, I'd rather to come back to work for a company instead of continue as entrepreneur because I miss a lot working with a talented team.

Looking forward to hearing from you,



**juliana
verissimo**

brand,
marketing,
comms
& events
senior strategist,
creative director,
business developer,
entrepreneur



Juliana Verissimo

I am a sr. brand strategist, creative director, business developer and entrepreneur based in Barcelona working on branding, marketing, communications and events.

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- www.stories.boutique
- www.borogodo.shop
- Barcelona, Spain

Education

CONTENT MARKETING STRATEGY

Like Marketing, 2020

IAB DIGITAL MARKETING AND MEDIA FOUNDATIONS

Google, 2019

DIGITAL MARKETING

USP/Universidade de Sao Paulo, 2019

'FIND YOUR WHY' COURSE

Simon Sinek, 2018

BACHAREL OF ADVERTISING AND MARKETING

UNIP/Universidade Paulista, 1998 - 2001

Language

- English | Full Professional Proficiency
- Spanish | Bilingual Proficiency
- Portuguese | Native Proficiency

Hard Skills

- General Management
- Agile Project Management
- ICP & Customer Journey
- Market Research
- Consumer Behaviour
- Future Trends
- Data, Analytics & Insights
- Multiple Market Strategy
- Localisation Strategy
- Brand Purpose & Strategy
- Full Marketing Planning
- Social Media Planning
- Comms & PR Planning
- Retail & E-comm Planning
- KPIs & Measurement
- Creative Direction
- Graphic Design
- Storytelling
- WOW Presentations

Soft Skills

- Fast-Paced Environment
- Growth Mindset
- Goal-oriented
- Multiple Projects
- Focus for Greater Productivity
- Organisation
- Time Management
- Attention to Detail
- Verbal & Written Communication
- Problem-solving
- Leadership
- Teamwork
- Positive Attitude
- Collaboration
- Patience
- Creativity
- Boldness
- Inspiring
- Last but not least, Innovation*

Main Industries I worked for

FMCG · Food & Beverage · Beauty & Personal Care · Health & Wellness · Retail · Fashion · Lifestyle · Luxury · Tech · Travel · Petcare

Hobbies & Interest



Main positions

stories,,
Barcelona, Spain

since mar/18



Senior Global Brand Marketing Strategist, Creative Director, Business Developer

The very first strategic and creative agency based on storydoing (the evolution of storytelling) in Europe.

- I deliver brand, marketing & comms plans, campaigns or activations based on a purpose-driven story grounded in market research, customer behaviour and trends, data analysis and impactful insight
- I collaborate with other agencies and work directly with brands, mainly startups and entrepreneurs

Borogodó
Barcelona, Spain

since jun/20



Founder and all-in-one

Borogodó is my own fashion and lifestyle e-commerce which was born in the midst of the pandemic crisis to spread to Europeans the radical optimism of Brazilians.

- MVP planned, designed, developed and launched by myself in exactly one month from ideation day
- I developed the end-to-end brand purpose and strategy, and created the brand guidelines
- I launched Borogodó with an initial investment of €6,000 and in less than 2 months I had the ROI and profit thanks to the GTM strategy and marketing & comms campaign that I planned, created and executed

BBS Group
Nice, France
*Remotely from
Barcelona, Spain*



Global Brand Creative Lead

oct/20 · dec/22

The major distributor of Brazilian swimwear worldwide. They also have their own swimwear brand - Rio de Sol. In 2023, they are going to launch 2 new fashion brands and 1 personal care brand.

- I rebranded and repositioned Rio de Sol into a sustainable and inclusive swimwear brand
- I create two collections per year for Rio de Sol; delivering the theme, the story and mood boards to inspire print designers based on market and behavioural trends and aligned to the brand's positioning and guideline
- I am end-to-end responsible of the collection's campaign and B2B/B2C materials, from ideation to execution
- I develop the new brands of the 2023 BBS portfolio, including the name, logo, visual identity and brand strategy, delivering a full brand guide for each brand

BBDO
Barcelona, Spain



Senior Brand Creative Strategist

mar/20 · jul/20

I was hired by Tiempo BBDO for a 3 months project to compile all works done to the client Colacao in 2019 and analyse their Brand Performance Metrics. It was extended for 2 months more in order to deliver strategic and creative brand insights based on future trends to grow the brand in 2020 and 2021.

**Globally/
Newlink**
Barcelona, Spain



Strategic Planning Director, Creative Director, New Business Director

nov/16 · jul/18

One of the biggest communication and PR agencies in Spain specialised in the lifestyle industry acquired by the Newlink - an internationally recognised consulting firm based in Miami - in April 2018.

- I created and managed the strategic area of the agency, designing the new operational process for the agency including the new department in the workflow
- I was responsible to grow the business in key accounts and prospects, being the client inside the agency
- In 2 months I was invited to lead the creative team of art directors and copywriters in order to deliver cohesive plans, campaigns and activations to clients, bold ideas which aligned with brands strategy
- After a year in the agency, it jumped from 7th to 3rd in the ranking of Spanish communications agencies by revenue

Main brand projects that I planned and led: 'The Meaningful Journey' for eDreams, in which I proposed, planned and directed a pioneering study which segmented European travelers based on their emotions and motivations for travel, carried out by IPSOS; Nespresso 'Essenza Mini' Release in Spain with the artist Nuria Mora; Nespresso Summit 2018, the first convention after their repositioning into 'The drop of extraordinary', I conceptualised the event into this new positioning; PUIG x Antonio Banderas - '20 years of Seduction' - the event in his house in Marbella breathing the brand essence and telling its history.

AlmapBBDO
São Paulo, Brazil



Strategic Planning Manager

sep/15 · oct/16

The most creative agency of the decade according to Cannes Lions. A total of 142 trophies places AlmapBBDO #1 in Brazil, Latin America and the world.

- I worked for key global accounts, such as Havaianas, C&A and Visa
- I provided the original idea, as well as following through with the GTM strategy and product development to launch the Visa Contactless Wristband in Brazil as part of Visa's sponsorship of the 2016 Rio Olympic Games

Netza
São Paulo, Brazil



Senior Brand Creative Strategist

aug/14 · aug/15

One of the most innovative and award-winning marketing agencies in Brazil.

- I pitched and won Honda's events account.
- I was also responsible for the exponential growth of the Samsung account, planning ground breaking and effective strategies focused on retail, such as the launch of the KZoom cell phone, a go-to-market activation reaching 750,000 potential consumers in two weeks
- I planned the creative strategy that won the pitch 'Fashion Truck C&A in Lollapalooza'

**Newstyle/
DM9**
São Paulo, Brazil



Strategic Planning Manager

sep/09 · feb/12

Previously NewStyle, now DM9, is an extremely creative and bold marketing & comms agency which delivers remarkable ideas that become part of Brazilian popular culture.

- I was Head of Strategy for one of the most important clients of the agency, AB InBev (world's largest brewer), managing 1 strategic planner
- After a year, I was promoted to Strategic Planning Manager of a team of 4 strategic planners and became head of strategy for the agency's #1 client: P&G (Gillette, Pantene, Kolesterol, Olay, Wella Professional), among others
- I planned some of the most important activations for P&G, such as Pantene Institute with Gisele Bundchen and the award-winning strategy 'Xuxa Morena', the most awarded brand-building PR campaign in Brazil