



# Juliana Verissimo

**A result-driven mix of creative and analytical mindset.**

Brazilian with EU citizenship, I was born and raised in Sao Paulo, lived in NYC and nowadays I am living in Barcelona.

Graduated in advertising and marketing, with specialisations in digital marketing, storytelling and storydoing, presentations, design thinking and trend and cool hunting, among others, I have a strong and award-winning background of **22 years of experience in branding, marketing and communication.**

Thanks to my result-driven mix of creative and analytical skills, I've naturally developed into a multidisciplinary professional.

Running alongside my **20 years of experience in strategic planning**, with a purpose-driven, human-centred, data-oriented and business-focused view, I have:

- **11 years' experience simultaneously managing 2-5 teams of 5-100 people** in a highly motivating and passionate way, inspiring and engaging people with an agile mindset.
- **9 years' experience as creative director**, leading with a very energetic, provocative and forward-thinking spirit teams of around 5 art directors and copywriters in order to build concepts and ideas that connect with audiences and differentiate brands from their competition.
- **8 years' experience in account services and business development** with a solution-oriented approach to resolving problems and a great ability to manage time and meet deadlines.

Currently, I work for agencies and brands from Barcelona, Madrid, London, Palo Alto, and Sao Paulo with **stories,,**® the very first strategic and creative marketing boutique focused on storydoing in Europe, which I founded in 2018.

I also just founded **Borogodó**®, a small Brazilian corner in Europe where there are only *borogodós*, which are so difficult to find.

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www.julianaverissimo.com



www.stories.boutique



www.borogodo.shop



English



Spanish



Portuguese



**Presentations** (.key .pptx, Canva, Prezi)

**Documents** (.pages .docx)

**Spreadsheets** (.number .xlsx)

**Graphic Design** (.psd .ai)

**Video and Audio Edition** (e.g. Adobe Premiere, iMovie)

**Website Builders & CMS** (e.g. Wix, WordPress, Shopify)

**Web, Marketing and Customer Analytics** (e.g. Google Analytics, Ads, SproutSocial)

**SEO, SEM, Earned, Owned and Paid Media**

**Market Research** (e.g. TGI, Euromonitor, Kantar, Nielsen, Ipsos)

**Trend Research** (e.g. WGSN, LS:N, TrendWatching, Futurism)

**Data Mining and Visualisation**



**Advertising and Marketing**

2001, Universidade Paulista | UNIP, Sao Paulo, Brazil

**Digital Marketing**

2019, Universidade de São Paulo | USP, Sao Paulo, Brazil

**Digital Marketing and Media**

2019, IAB Google, Barcelona, Spain



## Founder, CEO & all-in-one

### Branding

- naming, brand heart, messaging and visual identity (logo, kv and packaging conception and design)

### Business & commercial

- market and trend research
- customer analytics and insights
- business plan with initial investment of €6,000 and financial projections scenarios
- pricing strategy
- inventory and sales forecast
- selection and negotiation with sustainable brands, buying process and import of products from Brazil to Spain
- selection, negotiation and signing with environmentally conscious providers
- MVP planned, designed, developed and launched in exactly one month from the ideation day
- daily tests and reviews by tracking and analysis of Shopify reports
- administration, finance and commercial roles

### Marketing & communication

- digital marketing planning focused on content marketing (website, blog, SEO, e-mail, messengers and social), PPC and social ads
- content and ads strategy which spreads the hype Brazilian culture over products in Europe
- website design and development in Shopify platform based on UX/UI principles for e-commerce
- content and ads design and planning using Canva, Sprout Social, Mailchimp, Google Ads and FB Business Manager
- tracking and analysis of the brand's digital marketing KPIs as well as competitors using Google Analytics, SproutSocial FB Business Manager and Mailchimp reports
- personal and individualised CX, with active listening style and numerous positive feedback from prospects, leads and customers

## borogodo.shop

Barcelona, Spain



since jun/2020

## What's Borogodó?

Borogodó is a Brazilian word widely used to express a *je ne sais quoi*.

Borogodó is that which makes you turn your head and arch your eyebrows.

Borogodó makes you smile without knowing why.

Borogodó is magnetism.

Borogodó is that something.

Borogodó is natural, it is not manufactured, it is not seen, it is felt.

When you arrive in Brazil and mix with its people, you feel that something, it is contagious and you don't know what it is.

It is a bossa nova, colors, jogo bonito, originality, joy, the radical Brazilian optimism, that is borogodó.

## BOROGODÓ® was born in the midst of an epistemic crisis to spread to Europeans the radical optimism of Brazilians.

We do it by bringing from Brazil a curated selection of finds that are unexpected, distinctive, recognisable and exclusive, but the thread that really unites them is that they convey optimism.

We believe in quality over quantity.

We want our products (aka borogodós) find a place in the heart of the creative and worldly woman and become favourites in their closet and home for years on.

We hope they feel borogodo.shop as a small corner where there is only borogodó, which is so difficult to find.

This corner is a meeting place between Brazil and Europe, as theirs as ours.

That is why, as part of our very personal approach, each season our community can co-curate the next collection. We source and craft a pre-selection of borogodós and we invite them to see it and vote on their favourites.

Brazil is exuberant nature, our greatest source of inspiration, and that is why sustainability is also an essential condition for us. As Brazilians, at BOROGODÓ® we are especially concerned about the future of the Amazon. For each purchase at borogodo.shop, we plant a tree in the Amazon.

And of course we only work with brands and suppliers that are sustainable, cruelty-free and that contribute to conserving the environment.

Our beautiful packaging comes from sustainable sources and are 100% recyclable and/or biodegradable.



**BOROGODÉ**  
VÍSTETE DE OPTIMISMO

## Founder

The very first marketing and presentations agency based on storydoing in Europe.

stories,, was born to deliver purpose-driven creative strategies for branding, communication and marketing plans, and branded content in collaboration with other agencies or directly for brands, specially startups.

I also develop and design presentations based on storydoing and do talks and workshops about storydoing in events and companies.

In order to grow the business, I prospect new accounts and opportunities for existing clients, anticipating their market trends and future needs.

## Strategic Director, Creative Director and New Business Director

The 6th biggest communication agency in Spain by revenue. (PR Agency Ranking 2019)

I relocated to Barcelona for the challenge of creating and managing the strategic area of the agency.

For this purpose, I designed a new operational process for the agency, including the new department in the workflow of other areas.

Due to the successful strategic direction, after a couple of months in this position I was invited to manage the creative team of 4 art directors in order to integrate both areas for a more cohesive delivery to clients. A prime example of this end-to-end approach was 'Meaningful Journey' for eDreams.

I also was responsible for new accounts prospection and management.

## Strategic Planning Manager

The most awarded agency in 2004, 2005, 2010 and 2017 according to Gunn Report, and agency of the year at Cannes Lions 2000, 2010, 2011 and 2016.

I worked for key clients, such as Havaianas, C&A and Visa.

My biggest achievement was providing the original idea, as well as following through with the strategy and product development to launch the Visa Contactless Wristband in Brazil as part of Visa's sponsorship of the 2016 Rio Olympic Games.

I also planned brand activations for sponsors at Olympic Boulevard Rio 2016. This was the biggest public event in Olympic Games ever, with over 4M visitors, created and produced by the live marketing area of the agency (Gael).

## Sr Strategic and Creative Planner

One of the biggest, most innovative and award-winning BTL agencies in Brazil, focused on brand activation and events.

In my first week in the agency, I won an important pitch for 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. Finally, I planned the creative strategy that won the pitch 'Fashion Truck C&A in Lollapalooza'.

## Head of Strategy Creative Director

I built and managed the strategic department of the agency, designing and implementing the operational process that included this area in the workflow of others.

As strategic and creative director, I rebranded and repositioned its business from an incentive marketing agency into a full BTL marketing agency, and I managed a team of 5-7 strategists, art directors and copywriters which won important pitches for the agency, such as LATAM Airlines, Phillip Morris Brasil and Michelin.

## Strategic Planning Manager

Formerly NewStyle, this is a well-established US-based agency, with particular strengths in shopper marketing.

Firstly, 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, Koleston, Olay, Wella Professional), among others.

I planned some of the most important PR activations for the client, such as Pantene Institute with Gisele Bundchen and the award-winning strategy 'Xuxa Morena', the most awarded PR campaign in Brazil.

## stories,,

Barcelona, Spain



since mar/2018

## Globally/Newlink

Barcelona, Spain



nov/2016

## AlmapBBDO

Sao Paulo, Brazil



sep/2015

## Netza

Sao Paulo, Brazil



aug/2014

## Tangran

Sao Paulo, Brazil



may/2012

## TracyLocke

Sao Paulo, Brazil



sep/2009

To see more positions, please visit my LinkedIn profile.

## Brands I worked for:

