



TIAGO CARVALHO

Expert Communication and Marketing

+41794407044 / induini@gmail.com
Rue du Musée 1 - Neuchâtel - Category B

PROFILE

17 years' experience in communications and marketing, responsible for managing communications and developing marketing strategies for several national and multinational companies.

Strong knowledge in managing and developing online and offline advertising campaigns. Content creation for websites, e-commerce and social media. Script development for corporate videos, copywriting for financial sector ads, sales enticement strategies, in-house marketing campaigns, mobile marketing, retail campaigns (promotional calendar), events and trade marketing.

Development of brand repositioning strategies and strategic planning for new product launches.

EXPERIENCES

- March 2016
May 2018
- Senior Copywriter**
Mar Communication et Publicité - Marketing & Communication - São Paulo
Communications company resulting from the partnership between Jader Rossetto and Renato Loes, two big names in Brazilian communications and marketing. With XP Investimentos, I had the opportunity to create a national campaign, with TV, radio, social network and OOH advertising. The result has made the company the Brazilian leader in wealth management, with over 600 partner offices.
Other customers: Clear Brokerage, NuBank, RED Asset, Groupe Kroton, Giraffas, Salve Jorge Beer.
- Sept. 2014
Dec. 2015
- Senior Copywriter**
JWT Brazil - Marketing & Communication - São Paulo
Communications company with 200 offices in 90 countries, founded in 1864 and part of the WPP group. With JWT, I was able to work with Casas Pernambucanas, one of Brazil's largest retailers. With seasonal advertising requests in a variety of media, I was able to meet the client's sales objectives during all periods of the annual sales calendar.
Other customers: HSBC, Ford, Nestlé, Shell, Pfizer, Bayer, Coca-Cola, Vodafone.
- Oct. 2011
Jul. 2014
- Senior Copywriter**
INNOVA Group - Marketing & Communication - São Paulo
Management: 3 employees
Communications company focused on events, commercial marketing and internal marketing. Campus Party Brasil (CPBR) is one of the biggest geek culture events in Latin America. My team and I were able to create the event concept (2012 and 2013), various branding activities, several stands and follow the production of this event, which is undoubtedly a milestone in the career of a communications professional.
Other customers: Vivo Telefônica, Sem Parar, Unilever and Gafisa.
- August 2008
Sept. 2011
- Planner and Copywriter**
DeBrito Communication - Marketing & Communication - São Paulo
Communications company focused on the government sector.
- Jan. 2007
Feb. 2008
- Planner and Copywriter**
ALTA Comunicazione - Marketing & Communication - São Paulo
Communications company.
Main customers: Carlos Lyra Group, Mosaic, Bunge, Santa Emilia and Groupe Mondial.
- Apr. 2005
Sept. 2006
- Copywriter**
Newstyle Marketing and Trade - Marketing & Communication - São Paulo
Communications company focused on commercial marketing, events and promotion.

TRAININGS

Dec. 2016

MBA in Marketing

FGV EAESP - São Paulo - Brazil

MBA course with a focus on marketing and communication management. For 18 months, I learned the essential tools to develop, implement and manage marketing and communication actions in online and offline environments, such as: SEO, E-commerce, commercial negotiation and branding.

Dec. 2003

Bachelor's degree in communications and marketing

UNIRP - Brazil

SKILLS

General

Analyst ●●●● Marketing ●●●● E-commerce ●●●● Sponsored links ●●●● Marketing
and communication Mba ●●●● ●●●● Online ●●●● Point of sale ●●●●
Social media ●●●● Real estate ●●●● Internal communication ●●●● Advertising agency ●●●●
Creative conception ●●●● Conception-rédaction ●●●● SEO Copywriting ●●●● Client presentation ●●●●
Campagnes marketing ●●●● Stratégie de communication ●●●● Flux ●●●● Marketing commerciale ●●●●
Marques ●●●● ●●●● Partenariats ●●●● Référencement social Youtube ●●●● Publicité
en ligne ●●●● Creative Strategy ●●●● Creative direction ●●●● Rédaction ●●●●
Planification stratégique ●●●● Mobile marketing ●●●●○

Languages

Portuguese ●●●● English ●●●● French ●●●●○

POINTS OF INTEREST

Cooking, Cycling