

## HELLO

I'm a collaborative senior leader who's spent my career at the intersection of agencies, nonprofits and startups. I bring a refreshingly contagious optimism to every team I work with, making an impact on both the organisation's culture and its business results. With over 15 years of experience, I've used my creative problem solving skills to build teams and lead creative marketing efforts that challenge the status quo. Originally from Brazil, I've lived across four continents and currently call Amsterdam home.

## EXPERIENCE

- **7+ years management experience** across diverse cross-functional teams.
- **Department lead:** Strategic leadership, developing annual plans, setting KPIs and budgeting across human resources, media, and production while managing agency relationships.
- **Media relations & crisis management:** Developing newsrooms, playbooks and training for stakeholders, while also securing media coverage across the globe for key initiatives.
- **Strategic insights and brand frameworks:** Distilling and crafting insights to shape briefs, presentations and creative campaigns, informing how brands show up and act in the world.
- **Consumer research:** Conducting global qualitative & quantitative research, using data and cultural insights to inform decision-making.
- **Stakeholder management:** Promoting collaboration and improved efficiencies across 20+ regional teams and presenting to investors and board members on quarterly basis.
- **Measurement & reporting:** Developing clear objectives and creating dashboards, impact reports to constantly optimise based on data.
- **Editorial content strategy:** Identifying key editorial pillars for the brand to ensure relevance and consistency across channels.
- **Brand partnerships & Creator programs:** Implementing new cultural initiatives and building meaningful relationships with partners and influencers to reach new audiences.
- **Thought leadership:** Representing organisations on podcasts and global stages like ChangeNow, Glastonbury, World Forum for a Responsible Economy & Creatives for Climate.

**Brand Clients:** Corona, Nike, Virgin Active, Oatly, Deciem, Lynk & Co, Nikon, AirBnB, Ørsted, P&G, Coca-Cola  
**NGO Partners:** Greenpeace, Ellen McArthur Foundation, UN OCHA, The European Commission

## SKILLS

Team Collaboration: Google Suite | Slack | Microsoft Teams

Web & Design: Figma | Adobe | Canva | Wordpress | Squarespace

CRM: Hubspot | Braze | Klaviyo

Project Management: Notion | ClickUp | Trello

AI Tools: Open AI | Gemini | Bespoke Agency AI tools

Social Media Management: Sprout Social | Later | Brandwatch | Meta Business Suite

Languages: Native in English and Portuguese. Fluent in Spanish.

## WORK HIGHLIGHTS

### WE ARE Pi, Senior Strategy Director

June 2025 – Present (*5 months*)

- Conducted a Consumer Growth Drivers research to understand the trends shaping mobility and define Lynk & Co's new brand positioning as a disruptor.
- Called out toxic wellness culture with Virgin Active's World Mental Health Day Campaign.
- Created the Pi Effectiveness Dashboard to measure the impact of work from ideation to execution.

### Nul Health, Head of Marketing & Editorial (Part-time)

January 2025 – Present (*10 months*)

- Developed the positioning and launch strategy for a new startup dubbed the 'Ozempic for alcohol.'
- Secured features across key publications including Daily Mail, METRO, Guardian & London Standard.

### WaterBear, VP of Marketing & Editorial

February 2024 – June 2025 (*1.5 years*)

- Led the rebrand of the WaterBear platform including positioning, look & feel, editorial strategy and new creator program through collaborations at the intersection of culture and environmentalism.
- Launched Blue Carbon Documentary during London Climate Week, including a Glastonbury takeover.
- Developed bespoke branded entertainment series and campaigns for key brand partners & NGOs.

### B Lab Europe, Head of Communications & Community

March 2021 – January 2024 (*3 years*)

- Managed a cross-functional team and liaised with 20+ local market teams across the globe
- Co-developed and implemented B Lab's crisis and reputation management processes
- Led the ideation and development of the reactive "It's (y)our job" global campaign during COP26
- Launched the Interdependence Coalition, a pan-European initiative advocating in favor of the CSDDD. The IC's petition signed by over 500 companies was sent directly to over 700 MEPs.

### eXXpedition, Head of Partnerships

September 2019 – February 2021 (*1.5 years*)

- Secured brand funding for a two-year, round the world science-led sailing expedition.
- Conceived and produced content to tell the stories of an all-female crew across channels. Our mission was covered by hundreds of outlets across continents.
- Launched the SHiFT.how platform to help people discover hundreds of solutions to plastic pollution.

### Wieden+Kennedy (Amsterdam, Tokyo & Portland Offices)

Senior Strategist (2016-2019), Strategist (2013-2016), Junior Strategist (2011-2013)

May 2011 – September 2019 (*8.5 years*)

- Led the rebrand of DONG into Ørsted as they transitioned to a 100% renewable energy company. Led global strategy for Corona, increasing brand preference and building consistency worldwide.
- Developed and launched Corona's Better World Platform centered around tackling plastic pollution. Our Ocean Week campaign was a finalist in Fast Company's World Changing Ideas Award.
- Uncovered insights around the societal expectations that hold Japanese and Korean youth back from playing sports to deliver impactful brand campaigns for Nike.
- Helped Coca-Cola make a statement about race and ethnicity in America during the Super Bowl.

## EDUCATION

### Intro to Decolonial Sustainability, 4 month course with Possible Futures

Florida State University, Bachelor of Science in Management & Bachelor of Arts in Advertising, 2011.

2011 MPMS Program Finalist, AAF Most Promising Sponsored Grant Recipient, AWNY Scholar.