

ALEX FLORIANO

MARKETING AND ADVERTISING STRATEGIST

CONTACT

(+55 16) 98120-9729

CONTATO@ALEXFLORIANO.COM

WWW.ALEXFLORIANO.COM

PROFILE

Passioned for entrepreneurship, marketing, advertising and solving all the challenges a business can have. An everlast student of books, podcasts and every possible way of learning. We should talk.

LANGUAGES

Native Portuguese
English Fluency
Strong Spanish

AWARDS

YOUNG LIONS 2013
RIBEIRAO PRETO FEST VIDEO
GOLD AND SILVER REGIONAL MIAMI ADDY
GRAPHIS ANNUAL
ONE CLUB EXHIBITION SELECTION
RIBEIRAO PRETO FEST GRAF

SKILL SET

- +13 years of expertise in advertising and Digital Marketing, Content, Inbound, Social, CRM, SEM, SEO, Campaign and Strategy Execution for Regional and Global brands.
- Experience working as an individual contributor and managing multi functional marketing teams of varying levels and size such as Content, SEO, Social Media, Design, CRM e Paid Media teams (Meta e Google).
- Data driven with the ability to generate insights from quantitative analysis.
- Strategic Planning and creative writing of advertising campaigns based on data collection, analysis e business objectives.
- Strong writing skills: storytelling, messaging, brand guidelines copy.
- Strong verbal communication skills.
- Strong strategic and analytical capabilities.
- Proficient with leading softwares for data collection, analysis and visualization.
- An enthusiastic personality and a passion for business challenges.

PROFESSIONAL EXPERIENCE

MACFOR

DIGITAL MARKETING MANAGER - PERFORMANCE AND STRATEGY LEAD
APR 2021 - CURRENT

ACHIEVEMENTS:

- Leadership and development of winning pitch for major client

RESPONSABILITIES:

- Management and development of Inbound, SEO, Social Media, Design, CRM, Paid Media and Quality teams - hiring | validation | operacional efficiency
- Strategic leadership for big accounts and new business

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EDUCATION

MIAMI AD SCHOOL - MIAMI SOUTH BEACH
COPYWRITING

UNIVERSIDADE MACKENZIE- SÃO PAULO
ADVERTISING

OTHER SKILLS

- Data Studio
- SQL
- Meta Business Suite
- Project Management Software
- Google Ads
- Kanban
- Agile
- Google Analytics
- Excel
- Google Suite
- Power Point/Keynote
- SEMRush
- Mailchimp
- SurveyMonkey
- Supermetrics
- Social Media Management
- Salesforce

FELI - BILD/VITTA RESIDENCIAL GROUP

MARKETING MANAGER | FEB 2020 -NOV 2020

ACHIEVEMENTS:

- Structuring of the marketing department: hiring, management, training and staff development
- Development of and implementation of branding concepts for prospecting and client acquisition
- Development and implementation of the company's first website
- Development of sales and prospecting material for sales staff
- Implementation of content marketing strategies for client retention and acquisition

RESPONSABILITIES:

- Management and training of marketing and research staff
- Content Marketing Implementation using facebook, Instagram, linkedin and youtube
- Development of campaigns for lead generation and customer success
- Development of landing pages, SEO practices and inbound marketing
- Management and development of KPIs for the company

BEBLUE

HEAD OF CONTENT | JUN 2019 -JAN 2020

ACHIEVEMENTS:

- 25% increase in opened phone notifications by user base by implementing new content guidelines.
- Development and implementation of Annual Marketing Plan involving multiple departments inside the company.
- Development of essencial Sales Staff Training
- Development of personas for branding, user acquisition and fidelity with data science team.
- Development of new Brand Image and purpose.

RESPONSABILITIES:

- Management and mentorship of the Creative team inside the marketing department.
- Advertising and Branded Content Planning for Facebook, Instagram and LinkedIn.
- Writing and development of marketing campaigns for user aquisition (app downloads), B2B partnerships and engagement.
- Planning and content creation for branded landing pages.
- Writting and Management all social media monitoring process.
- Management of User Aquisition Costs alongside an outside Digital Performance Agency.
- Management of Media Coverage alongside an outside PR Agency.

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GRUPO FAZ

PLANNING AND COPY SUPERVISOR | MAR 2016 - MAY 2019

ACHIEVEMENTS:

- Winning the advertising account of one of the leading vegetable oil brands in Brazil.
- Development and Implantation of an enhanced management process inside the agency.
- 300% increase in e-commerce sells of Dadinho, one of the most recognizable candy brands in Brazil.
- Responsible for the biggest viral video for Dadinho, with a budget of R\$ 500,00 and over 1 million views on social media.

RESPONSABILITIES:

- Managing the creative team and creating all branded content for clients.
- Advertising Campaigns for clients of various markets both online and off-line.
- Social Media content.
- Website writing and SEO planning.
- Digital Strategic Planning: A/B tests, Social Media, e-commerce. - Adwords.
- TV and media writing.

OBILA VENDING - VENDING MACHINES

FOUNDER

SGEC - AD AGENCY

CREATIVE DIRECTOR

COMERCIAL FC - SPORTS TEAM

CREATIVE SUPERVISOR

VIRAZÓM EVENTOS - EVENTS AGENCY

COPYWRITER

ALTA COMUNICAZIONE - AD AGENCY

COPYWRITER

PUBLICIS BRAZIL - AD AGENCY

TRAINEE COPYWRITER