



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 'start with why', people-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 boutique focused on storydoing in Europe, which I founded in 2018.

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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)

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

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

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.

stories,,
Barcelona, Spain



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 prospecting and management.

Globally/Newlink
Barcelona, Spain



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).

AlmapBBDO
Sao Paulo, Brazil



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'.

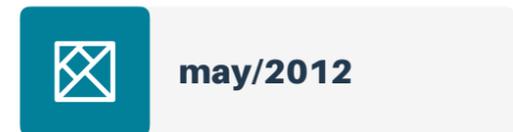
Netza
Sao Paulo, Brazil



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.

Tangran
Sao Paulo, Brazil



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, Kolesterol, 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.

TracyLocke
Sao Paulo, Brazil



To see older positions, please visit my LinkedIn profile.

Brands I worked for:

