

# Account Executive

*Over nine years of account management with clients both private and public.*





Over the last ten years, I have worked with a vast variety of agencies and clients in Brazil. In my opinion, the keyword in Account Management has always been Communication. As I matter of fact, I see myself as a Communicator before anything. Communicating clearly, truly and simply with your team, clients, suppliers and audience target, regardless platforms and tools, is a crucial skill to have the balanced workflow, quick responses and plans of action to solve and find solutions for all different kinds of situations in the fast-paced market we act in. I have been living in Edinburgh long enough to know that this is the place I am going to spend my life. I have job experiences in Edinburgh, but I am looking forward to doing what I do best: Communicate with people.

**Experience**



## Account Executive

Agency focused on marketing strategies. With a very close relationship with clients and their marketing and sales targets, working at Centro has given me the opportunity to work with one of the biggest football events in my hometown.

Sport Club Internacional is a major football team in Brazil, which has won every single championship possible. In addition, it also owns one of the biggest football stadiums in Brazil. As the Account Manager I was able to lead a series of events to celebrate the Sport Club Internacional old Stadium (Beira - Rio) renovation and reopening. **From TV and radio commercials, passing by cast approval, on set presence, from print to digital campaigns, I was the key point between Client and Agency.**

Under my management, I have worked with UCS, a major University from south of Brazil; Unimed a major private health care company; and also the Porto Alegre City Hall working with the public Sector.



<https://www.centro.com.br/>



## ***Account Manager***

Working at Paim Communications has given me the experience I needed on how to manage multiple brands (seven in total) owned by the same company. BRMALLS. Some with big budgets, other with almost nothing. For two years I had the opportunity to work with several projects in a really fast paced environment. My clients were all located in Rio De Janeiro, therefore flying from Porto Alegre to Rio was required on a monthly basis. Briefing, media, studio, production, presentations, everything had to go through myself before it was in the clients hands. At that time I had 3 Assistants Executives. Branding projects and big commercial dates such as Christmas, were among the biggest projects within those clients.

***The biggest challenge was being able to adapt to different profiles of people from each marketing department all wanting to promote similar products and services to different target audiences.***



<http://www.paim.com.br/>

**more**

## ***Selling/ Embrace Account Manager***

Client: Cyrela Realty - Major Player in Brazil Realty Market.  
<https://www.cyrela.com.br/sp>

- Arranging meetings and liaising with clients to understand their requirements
- Quality control of all work submitted to clients
- Disclosing campaign details to the client and all team members
- Monitoring all stages of campaigns to guarantee they run smoothly
- Writing status reports during the implementation of the project keeping clients and peers updated
- Ensuring that the project stays within the allocated budget
- Administration tasks that will help to keep campaigns well-managed and organised
- Offering creative ideas encouraging clients to understand the importance of creativity throughout projects

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## ***DCS /JWT Communications Assistant Account executive***

Client: Lojas Pompeia - Fast Fashion Retailer  
<https://www.lojaspompeia.com/>

- Arranging meetings and liaising with clients to understand their requirements
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## ***FARROUPILHA Private School Communication Planner***

<http://colegiofarroupilha.com.br/farroupilha/>

- Researching and gathering data to develop well-informed strategic plans for clients
- Examining clients' businesses to get to know their brands and understand their objectives
- Producing cohesive and intelligent plans to bring success to campaigns
- Generating original ideas with other members of the team
- Presenting findings to senior staff members and clients
- Identifying potential problems and devising ways to rectify them
- Liaising with senior members of staff to receive feedback and create improvements to strategies

## THE YOUTUBE CHANNEL PROJECT

*For eight months my brother and I maintained a YouTube Channel called: Eu uso Óculos. You could translate that to: I wear glasses. The channel had one purpose, to try and measure how big was the Brazilian digital audience for Brazilian High Literature. To achieve our goal, we created and produced many different videos applying Literature concepts to our day to day sociological and political issues. When I moved to Edinburgh and he moved to Paris we opted to terminate it.*



[https://www.youtube.com/channel/UCROZerdKbP\\_PLM7FahEpN7w](https://www.youtube.com/channel/UCROZerdKbP_PLM7FahEpN7w)




# @itsonlyarecord

*This is an ongoing work in progress kinda thing. I love music. love playing music, talking about music. I find music to be magical and still like to appreciate a good album, instead of a couple of tracks.*

*I am still finding my writing style, audience and stuff, but it gives me satisfaction.*



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< itsonlyarecord ...




 33 post 60 follower 27 seguiti






It's only a record  
Blog personale  
"Let me hear some of that rock 'n' roll music Any old way you choose it.."Chuck Berry, 1957.  
🎸 New and Old Records  
👕 T-shirts soon... altro  
Account seguito da fgleite, pablostalli e altri 14  
Visualizza traduzione

Segui già ▾ Messaggio Invia e-mail ▾

# Skills and Tools

Great oral and written communication skills

Organisational skills

A pro-active person

Experience in working as part of a team

A keen eye for detail and an understanding of budget restraints

Ability to work under pressure whilst maintaining a cool outlook

A fun and professional character that will allow you to build client rapport

Emotional Intelligence

Sensibility to deal and relate to people

Final Cut, I DVD, DVD Studio pro, Photoshop, InDesign, Illustrator

IT Literacy

# Languages

Portuguese - native speaker

Italian - B2

Spanish - B2

**English - C1**

**USA advanced english course, San Francisco - CA**

# Education



Social Communication - Advertisement / Bachelor's Degree

**Contact**



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