

PERSONAL PROFILE

I am a lifelong learner with a passion for data-driven solutions in media communications, marketing, and advertising. I thrive in fast-paced environments where I can collaborate cross-functionally to develop ideas that connect people through technology and impactful storytelling. My eye for detail and ability to juggle multiple priorities allow me to deliver high-quality work across all initiatives. Beyond my core responsibilities, I took on a role in the Event Planning Committee at Publicis out of my passion for creating exceptional office event experiences, ensuring each event fostered team engagement and aligned with the company's culture.

ACADEMIC BACKGROUND

Florida State University

BA degree in Information, Communication & Technology + Minor in Psychology

- President of Advertising Club
- Co-Founder of Sports Analytics Club

SKILLS & ABILITIES

Bilingual: English, Spanish

Experienced: Oracle, JIRA, Work Front, Confluence, Figma, Microsoft Office, Smartsheets, Google Suite, Adobe Creative Suite, iOS software, MySQL, Chat GPT, Meta Ads, Storyteq

Familiar: Google AdWords, Google Analytics, JavaScript, C++, Linux, Midjourney, Runway

Strategic Leadership
Marketing Strategy
Social Media Advertising
Brand Marketing
Web Content Development
Creative Client Solutions
Captivating Presentations
Relationship Management
Project Management
Campaign Management
Digital Asset Management
Market Research
Organizational Skills
Detail Oriented
Interpersonal Communication

BRANDO CAVEIRO



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EXPERIENCE



Senior Project Manager | Jeep

RAZORFISH | MARCH 2021 - OCT 2024

- Leading the end-to-end concept, design, and development to successfully deliver branded social media content and engineered automated solutions leading to client business value
- Planning, documenting, and implementing the optimal team structure to ensure high-quality deliverables, exceeding client expectations, and achieving established KPIs
- Identifying and realizing business outcomes through the use of the most efficient and effective project management approach, methods, processes, and tools to ensure a high degree of delivery
- Guiding internal leaders and external senior stakeholders on program delivery methods to streamline and structure workflow to deliver timely results (copywriters, designers, strategists, etc.)
- Managed multi-million-dollar proposals, ensuring brand alignment and proposal content that enhanced client value and business outcomes



Digital Marketing Coordinator | Site Merchandising

CHEWY.COM | NOV 2020 - MARCH 2021

- Coordinated cross-functional teams (marketing, creative, product owners) to ensure seamless execution and timely updates for site merchandising initiatives
- Utilized web analytics and performance insights to steer merchandising decisions, brainstorming new approaches for optimization and aligning tactics with broader brand and product marketing strategies
- Utilized web analytics and data to guide ongoing improvements and optimized site merchandising tools to drive category traffic and increase conversion



Junior Project Manager | Chrysler + Fiat

PUBLICIS SAPIENT / RAZORFISH | AUG 2019 - MAY 2020

- Oversaw day-to-day activities of a creative production team, providing direction, feedback, and training to improve workflow efficiency and maintain consistent results
- Enhanced digital asset management and organization through innovative workflow solutions, supporting seamless collaboration between Creative, Marketing, and third-party vendors
- Partnered cross-functionally to ensure brand-aligned content delivery, managing updates and timelines to enable smooth project completion and consistent brand messaging

PASSION & SERVICE



Founder | GotGame "the challenge app"

- A gamified scalable video-challenge platform for skill-based competitions where users compete for cash prizes and sponsored rewards, with submissions reviewed by referees or partners for fairness.



Marketing Director | KatyStrong Foundation