#### 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

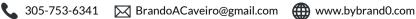
Organizational Skills

**Detail Oriented** 

Interpersonal Communication

# **BRANDO CAVEIRO**







# **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

# chewv

# 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