

Marcelo Higinio

Brand Strategist

Brazilian,
34 years old,
single.

Strategist skilled in the digital environment, working in digital projects since 2001. Acting in the entire process, from the starting brief to the results. Experience with leadership and team management. Used to give insights, easygoing personality. Proactive with a holistic vision.



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Planning Cases

English Advanced
French Basic
Portuguese Native

CAREER TIMELINE

HUB Hub Brasil
Plug and Change
SÃO PAULO

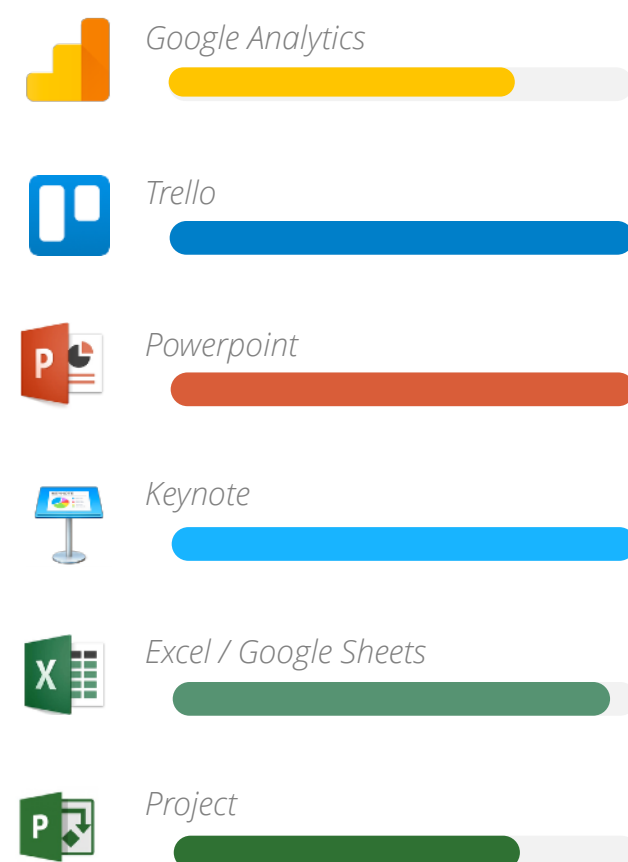
Vogg. Vogg
Content eXperience
CURITIBA

Tritone Interactive
SÃO PAULO

Midiaweb Interactive
CURITIBA

- 2019–Today **PLANNER SR**
Strategist. Developing strategic orientations and recommendations for creative team, schemes drawing, communication plans, preparing keynotes and presenting the plans for our clients.
- 2016–2019 **STRATEGY DIRECTOR**
Team management, process setting, approaching related areas, researches and planning for prospecting clients, following up.
- 2013–2016 **HEAD OF ACCOUNT PLANNING**
Strategist. Leading the ideation process. Researches, plans, presentations, briefing, following up, approvals, and other skills.
- 2012–2013 **ACCOUNT PLANNING COORDINATOR**
Team management, internal approving, researches, and planning for prospecting clients, account planning tasks management, team development.
- 2011–2012 **ACCOUNT PLANNING ANALYST**
Researches, Strategies, Brainstorms, Campaigns, Presentations and Following up.
- 2010–2011 **DIGITAL ANALYST**
HouseCricket Digital Direct – Curitiba, Brazil.
- 2007–2010 **HEAD OF DIGITAL**
i9 Integrated Communication – Guarapuava, Brazil
- 2005–2006 **OWNER**
Klara – Guarapuava, Brazil
- 2000–2004 **WEBDESIGNER AND WEBDEV**
in Start Online, Alnet and UnixCorp.

KNOWLEDGE



KEYWORDS



ACADEMIC EDUCATION / COURSES

ADVERTISING

UNIVERSIDADE ESTADUAL DO CENTRO-OESTE
2006 GRADUATION

CREATIVE PLANNING

2006 LEMON SCHOOL

STRATEGIC BUSINESS MANAGEMENT

UNIVERSIDADE ESTADUAL DO CENTRO-OESTE
2008 MBA

BUSINESS PLAN

2011 SEBRAE-PR

MARKETING MANAGEMENT

UNIVERSIDADE ESTADUAL DO CENTRO-OESTE
2010 MBA

CREATIVE BRIEFING

2014 MIAMI AD SCHOOL/GP