

Viviane Alexandre

Strategist & Project Manager

Dual nationality: Portuguese/Brazilian

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Summary

I am a marketing professional with the ambition to develop products that create a positive impact in people's lives. Over the last 10 years, I have supported companies into shaping their brands, services and communication in order to meet customers' needs and overcome their expectations. I have led projects for global brands and market leaders in the Service Sector, FMCG and FinTech industries.

Areas of Expertise

- . Research & Consumer Insights
- . Brand and Comms Strategy
- . Service/Experience Design
- . Product Innovation
- . Design Thinking

Professional Skills

Analysis & Research

- Market and Competitor analyses
- Conducting qualitative research and in-depth interviews (online and offline methodologies)
- Quantitative research analyses
- Facilitating workshops and co-creative sessions

Insights & Strategic Recommendation

- Brand Positioning and Brand Architecture
- Creative insights for advertising and digital campaigns
- Customer Journey Design
- Product Innovation
- Service Design
- Packaging and Environmental Branding

PROFESSIONAL EXPERIENCE

. **CREATIVE STRATEGIST & EXPERIENCE DESIGNER** (freelance from Feb 2017-Jun2017)

StoreAge Retail

Development of retail concepts: working as part of a multidisciplinary team to build spaces that translate brand values and beliefs, while delivering memorable experiences.

. **SENIOR CREATIVE STRATEGIST/ PLANNER** (Mar-Aug 2016)

DDB_Africa Advertising Agency: one of top 3 advertising agencies in the Brazil and part of DDB Group.

Add value and deep insights to the clients briefing, development of creative insights and communication strategy and guide the creative strategy to transform insight into campaigns.

. **BRAND STRATEGIST AND PROJECT MANAGER** (Jan-Dec 2014)

FutureBrand – Branding and Design Company

Responsible for strategy and project management of 2 projects:

- . Relunched a cosmetic brand involving an extensive qualitative research with dermatologists in 5 Brazilian states
- . Rearranged the portfolio of a soft drink brand: to merge products under the same brand name but targeting different types of consumers.

. **BRAND STRATEGIST AND PROJECT MANAGER** (de Jul/11 a Set/13)

Ana Couto Branding & Design Company

. Responsible for the strategy and project management of *Redecard's* repositioning, the biggest multi-brand acquirer of credit, debit and benefit cards in Brazil. The project included redefining brand essence, brand positioning, brand architecture, portfolio of services, evaluation of client's services, improvement of the consumer journey and reorganisation of the communication flow between internal areas and clients. The project was award winning and nowadays the brand is one of the most valuable brands in Brazil.

. In another project, I was responsible for redesign of the *Buscape* brand architecture, an e-commerce company recently acquired by Naspers, after the company acquired several other e-commerce brands, and the creation and launch of its online payment brand.

MARKET INTELLIGENCE AND CONSUMER INSIGHTS COORDINATOR (Jun/09-Jul/11)

Telefonica

. Responsible for coordinating the CMI team, an area of the company in charge of crossing referencing market data and consumer research aimed at bringing about new insights.
. The main activities involved: evaluation of communication campaigns and improvement of brand equity; recommendation and studies to support development or launch of new products; market indicator analysis and monitoring of players strategy; analysis of qualitative/quantitative data; social media tracking.

BRAND AND INNOVATION STRATEGIST – FREELANCE PROJECTS

. Product Innovation Project for Fiat (Jan- Feb 2015)

In partnership with BOX1824 - market research consultancy specialized in youth consumers

Responsible for leading a project with youth consumers which brought two very detailed car concepts to life: from the car's "personality" to technical information such as its height, internal space, size of glass and even dashboard design/ technology.

. Product Innovation Project for *Petrópolis* - Brazilian Brewing Company (March - April/14)

In partnership with LIVEWORK, an international Service Design Consultancy

Positioning a new non-alcoholic product made with barley produced by a Brazilian Brewery. The project involved a deep analysis of the market and trials with consumers in order to discover/create a niche in the beverage market.

. Product Innovation Project for Nestle, Smirnoff and Itaú Bank (Nov/12 -Mar/14)

In partnership with Studio Ideas - Bureau of consumer behaviour analysis and strategic recommendations

Responsible for qualitative research and in-depth interviews with consumers in order to test new products/services for brands such as Nestle, Smirnoff and Itau Bank. In some cases, the recommendation included not only brand positioning but also some product refinements: flavour, ingredients and method of preparation.

OTHER EMPLOYMENTS

Development of Planning Methodology for digital and PR agency (Mar/15 – Feb/16)

Rapp Collins Worldwide - Direct Marketing Planning Manager (August/06 - Jan/09)

Public Relation For LVMH, Unilever, Danone, Hershey And Mitsubishi (Jun/01 - Jan/06)

EDUCATION

2017 – Hyper Island – Experience Design (Amsterdam –Netherlands)

2006 - MBA in marketing- Advertising and Marketing Superior School (Sao Paulo – Brazil)

2002 – Journalism BA Degree - Methodist University Sao Paulo (Sao Paulo – Brazil)

Extension Courses

2016 – Certified Sprint Master by Service Design Sprint: A global community of Service Designers – São Paulo - Brazil

2015 – Design Thinking Immersion – Design Thinking School – São Paulo - Brazil

2009 – Examining Social Media Networks for Brand Value - New York University – NY – US

2008 – Positioning and Brand Development - New York University – NY – US

LANGUAGES – Portuguese: native speaker; English: fluent; Spanish and French: intermediate