

Filipe Rios

São Paulo, SP, Brazil | +55 11 98266-1381
filipe@live.it | www.linkedin.com/in/filiperios

MARKETING EXECUTIVE

Solid experience in Digital Marketing, Communication Strategy and Innovation

professional skills

- Solid experience in brand management, developing strategies and action plans to reinforce consumer engagement, increase product knowledge, loyalty and reputation, with focus in the digital environment.
- Development of short-, medium-, and long-term strategic plans for the Marketing and Digital Communication, Branding, Digital Transformation and Innovation areas, with setting and monitoring of internal KPIs, market and customer feedback.
- Consolidated experience with Online Advertising and its integration with Offline Communication and Marketing.
- Strategic partnership with Sales areas is in order to build a better offer to consumers by leveraging sales and price margin through action plans based on product's performance analysis and consumer research.
- Performance as a business influencer, presenting studies on behavior trends, that impact on medium- and long-term strategic decisions.
- Leadership in actions of internal engagement to change culture with focus on Digital Transformation.
- Stablished experience on international projects that require interface with foreign countries: Europe, Latin America, USA, India and South Korea.

education and languages

- Graduation in Advertising and Propaganda – Escola de Comunicações e Artes / USP - 2005
- English Fluent / Spanish Intermediate

most significant professional experiences

RIOS – Digital Business Consulting

Since Jun/2004

Partner-Consultant Digital Marketing and Innovation

- Development of projects that aim to fill the gaps between product, marketing and business, collaborating in order to assist brands to differentiate themselves, supported by the understanding that new digital technologies serve as the basis for a smooth progress on this process.
- Conduct a current state of the digital marketing technologies' and customer's data environment evaluation to understand business' gaps and challenges.
- Participation in architecture and data strategy projects designed to deliver customers' business objectives.
- Collaboration with the group of stakeholders within and across clients' businesses to formulate, validate and socialize change recommendations in processes and in digital communication.

Redpill.digital

Out/2016 – Out/2018

Head of Thinking / Partner, Responsible for the Planning Area

- Development and construction of projects in Digital Communication, Relationship Marketing, Digital Transformation and innovation for the Health, Pharmaceutical, Logistics, Modular Storage industries and startups.
- Participation in startup development in the Healthcare, Construction, Blockchain and Air Travel areas.
- Coordination of an augmented reality project (Hololens/Microsoft), for one pharmaceutical industry client.

- Direction of the Social Media area, developing KPIs, guiding lead generation strategies and copy strategies, crisis management, increasing the base of followers and integration with offline communication.
- Digital Transformation project development and rebranding, conducting research and interviews with companies key stakeholders, generating a schedule of coordinated actions involving high management level internal teams, marketing, sales, technology and production.

HSAd Brasil / iCrossing

Aug/2013 – Apr/2015

Digital Director / Country Manager

Reports to both Brazil's CEO (HSAd) and Latin America's CEO (iCrossing)

- Development of the agency's digital area (HSAd) and its integration with the joint venture with the multinational iCrossing.
- Leadership of the "LG Smile" project, pro bono, to raise funds for housing construction in 9 Latin American countries (in conjunction with the Teto / Techo NGO), coordinated with the South Korea headquarters, with the main client based in Panama, headquarters in South Korea, and with production departments in Chile, Mexico and Argentina.
- Management of the Planning, Client Services and Social Media Local and regional clients (Americas) - LG Electronics, SAP, Coca-Cola, among others – as well as the integration of the Digital area into offline production processes for point-of-sale materials and store design for LG Electronics.

Multisolution

Nov/2012 to Jul/2013

Digital Director

Report to the Account Director and the Owner Partner

- Design, direction, coordination and leadership of the Digital area of the agency (and its teams of Planning, Client Services, Media and Social Media).
- Development and integration of online campaigns with the offline counterparts.
- Structuring the digital presence project of Tenda Construction and Real Estate, focusing on regional lead generation, according to the location of each real estate project.

Editora Escala

Jul/2009 The Jul/2010

Communications and Marketing Director

Direct report to Escala's owner

- Direction, coordination and leadership of the Communications department, with 12 direct employees, including Managers, Art Directors, Editors, Journalists and Art Assistants.
- Implementation of the company's rebranding plan, defining and coordinating the advertising plan and internal marketing for the launch of the new identity, as well as setting a cross media strategies among publications, running a media plan which included serving advertisements in publications with alike audiences.
- Definition of an internal work process between the Communications area and the main editorial groups, with the purpose of generating cross-content, anticipating events and possible cross-media actions.

Grottera / TBWA\BR

Feb/2000 Mar/2004

Interactive Media Director

Reporting to the Non-Media Director and the Planning Director

- Direction, coordination and leadership of the Digital area of the agency (Planning, Design and Client Services), as well as introduction of the 'Digital' concept in all departments of the agency.
- Development and integration of online campaigns with offline counterparts.
- Structuring of all digital presence projects for the agency's main clients.
- Structuring, coordination and implementation of the 'Purchase and Sale of Electricity Quotas during the Rationing' project, to CPFL (electric energy company), a purchase and sale of electricity (like a stock exchange) which generated a volume of more than 1,400 transactions, had a R\$ 21.5 million in

transactions, and a commercialized energy volume of 181,988 MWh. About 26% of the high tier customers got registered and operated the system.