

CONTACT




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-  +55 21 98805 3159
-  Italian/Brazilian citizenship

SCHOOLING

- 2015-2016 Postgraduation in Business Management IBMEC
- 2009-2013 Graduation in Product Design PUC of Rio de Janeiro

- COURSES | Facebook Marketing
| UX/UI
| 3D Solid Works
| Photography

LANGUAGES

- Italian (advanced)

- English (fluent)

- Portuguese (native)


ACHIEVEMENTS

2017 - 2019

Created Lojas Americanas' social media posts, placed many times in the top ranking of retail companies on Instagram with most interactions worldwide, since 2017 until 2019.

Source: Socialbakers.

2014

Final project awarded as one of the "Best Design Projects at PUC Rio 2014". Final project miniatures exhibition the permanent showcase of the University's Design laboratory.

VOLUNTARY WORK

2019

Liter of Light temporary volunteer.

> The NGO provides affordable, sustainable solar light to people with limited or no access to electricity.

CAMILA RIZZATO

SENIOR DESIGNER

I am a professional with more than 9 years of relevant design experience and background in Marketing. I possess over 6 years of experience managing creative teams and creating designs, interfacing with both in-house and agencies. Moreover, a proven track record leading and executing successful projects and exceeding results for notable brands. My expertise includes building and establishing creative departments from the ground up. Skilled in crafting and executing creative and digital projects, advertising, integrated marketing and content development. Furthermore, I am well-versed in art direction, UI/UX design and knowledge of growth marketing - including brand development, growth strategy, motion graphic design, book and publication design, website design, exhibit design, and editorial design.

SKILLS



PROFESSIONAL EXPERIENCE

AMERICANAS S.A. (HOLDING)

JAN 2022 - PRESENT | INSTITUTIONAL MARKETING COORDINATOR

- Managed more than 70 internal and external stakeholders during website project including executives, agencies, technology, marketing and design.
- Created and supervised new design marketing team focused on art direction.
- Led the brand's visual expression, being responsible for ensure all creative has consistent feel and brand identity.
- Created conceptual ideas providing art direction for organic and paid campaigns with the latest brand awareness campaign having 600% increase of impression results.
- Ensured all visual expressions of the brand have a strong company's point of view, a consistent look and reflection of the new institutional brand.

AMERICANAS (RETAIL BRAND)

DEZ 2018 - 2021 | MARKETING COORDINATOR

- Led design and content project to increase customer engagement social media resulting in 900% growth over 18 months and reaching 10 million followers at the Facebook page. Contributed intensively to the brand achievement of top five ranking of retail companies on Instagram with most interactions worldwide in 2019, according to Socialbakers.
- Led the project to automate digital arts to use in posts. Managed the team of designers to implement this project and coordinated the creation of printed and digital pieces for all 1.700 physical stores and social networks such as Facebook, Instagram and LinkedIn.
- Elaborated presentations for executive meetings, and led projects to large events and customers as Sony, Samsung, Pantene, L'Oréal, Mondelēz and Adidas.

JUN 2016 - 2018 | WEB DESIGNER

- Executed 200% increase in art production for social media in 2017.
- Collaborated effectively to increase posts sponsorship having 45% increase in 2017 representing more than 1 million dollars invested.
- Saved 100k dollars to the company creating several campaigns for physical stores and social media previously ran by external agencies.
- Developed several arts and collaborated to reach 139% followers increase. The outcome was 5.7 billion impressions between organic and paid campaigns in 2017.

MOSTEIRO DE SÃO BENTO

JAN 2015 - JUN 2016 | GRAPHIC DESIGNER

Managed large-scale events for more than 3,000 attendees. Graphic design work for exhibits, books, maps, posters, and invitations. Also designed presentations, on both a national and international level.

LÍTERIS E-LEARNING

2014 | INSTRUCTIONAL DESIGNER

- Led kick-off meetings and managed project for big companies as Michellin, GSK, Raizen, Shell, Hypermecas and Mormaii.
- Developed training course covering pertinent information and dynamics, and provided guidance on artistic direction for the development team.



GALLERIA SCOGLIO DI QUARTO - ITALY

2013 - 2014 | DESIGNER

Worked on projects for international exhibitions and editorial design. Managed the galleria social media creating arts and posts.



ABEDITORE - ITALY

2013 - 2014 | GRAPHIC DESIGNER

Developed illustrations, edited images for book covers and defined art concepts according with books content.