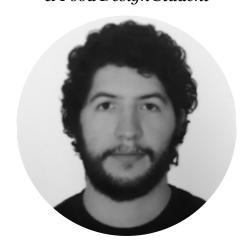
EDUARDO DAMI

Professional Brand Strategist & Food Design Student



CONTACT

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NATIONALITY. Brazilian

I am a brand and communication strategist fascinated by human behaviour especially about food and nutrition practices. I'm passionate about understanding what drives and motivates people rationally and irrationally.

As a strategist, I love the journey of discovering a problem and designing different solutions that help companies and people to improve their relationship to food.

LANGUAGES

English Italian

Fluent Elementary - In learning

Spanish Portuguese Elementary Native

EDUCATION

2019 Master's degree Food Design & Innovation2018 Scuola Politecnica di Design - Milan - Italy

2010 BA degree Social Communication2007 Uni. Metodista - Sao Paulo - Brazil

COMPLEMENTARY

Blueprint Program Facebook, Palo Alto APRIL 2015 HardStrategy Day SandBox, Sao Paulo FEBRUARY 2014

Character Design Zupi Academy JULY 2016 Charcuterie Butchering, Curing & Smoking Meats Curato School JUNE 2016

CAPABILITIES / SKILLS

Hard-working | Team player | Creative | Depth Interviews | Visual Storytelling | Methodology and Creative Process Development | Channel Planning | Creative Brief | Research Design Thinking | Content Strategy | Video Screenwriting

EXPERIENCE

2019

SCUOLA POLITECNICA DI DESIGN

STUDENT - Master's in Food Design and Innovation

2018

LEO BURNETT TAILOR MADE

Strategy Manager

Responsible for communication strategy of food retailer and food companies such as Grupo Pão de Açúcar (Extra Supermarket, MiniMercado Extra & CompreBem) and Camil Group.

- •Integrated communication strategy and plan development
- •Creative brief development and ideation facilitation
- •Develop planning insight on new opportunities for clients
- •Lead projects with multidisciplinary teams
- •Lead the development and facilitation of presentations and workshops

2017

YOUNG & RUBICAM

Strategy Manager

Responsible for the communication strategy of Vivo (Telefonica), LG and EAD (Brazilian Switch Off Analog TV)

- •I redefined the EAD's strategy to optimize communication and help Brazilians to convert their TV signals to digital during the switch off process.
- $\bullet \text{Led}$ a study about millennials, their relationship with technology, smartphones and web content
- •Developed methodologies to find gaps and opportunities for brands to act based on their defined roles.

2015 2012

LEW'LARA\TBWA

Sr Strategist (2012-2014) & Strategy Manager (2014-2015)

Responsible for the brand and communication strategy of several foods and beverages companies such as Friboi (Beef Brand), Bunge (Margarines, Oil and Sauces), Outback (Restaurant Chain), Jameson (Whiskey) & Syngenta (Sugar Cane Inputs)

- •Led the creation of the digital content platform Beef Academy intended to teach people about beef How to buy, prepare and cook
- •Responsible for the brand, digital and social network strategies for Outback Restaurants
- •Participated in the repositioning of Primor Margarine helping the brand reestablish a conversation with consumers and increase brand consideration
- •Led the communication strategy of Friboi to increase brand awareness in a historical unbranded segment

2010

PUBLICIS BRASIL

Planning assistant (2010-2011) & Jr Strategist (2011-2012)

- •Participated in the development of a communication strategy for the painkiller brand Novalgina, redefining the brand path and helping to decrease its erosion process.
- •Defined along with my director new model of creative brief and a new work process that used daily information develop proactive and inspiring creative briefs

AWARDS

YOUNG LIONS BRAZIL

Friboi Beef Academy 3rd Place

EFFIE BRAZIL 2016

Friboi Beef Academy Gold

MARKETING BEST

Friboi - From commodity to beef brand 2013-2014-2015

BRAZILIAN ASSOCIATION OF RURAL MARKETING AND AGRIBUSINESS AWARDS (ABMR&A)

2013 Friboi - From commodity to beef brand