

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 <i>Fluent</i>	Italian <i>Elementary - In learning</i>
Spanish <i>Elementary</i>	Portuguese <i>Native</i>

EDUCATION

2019 Master's degree Food Design & Innovation
2018 Scuola Politecnica di Design - Milan - Italy

2010 BA degree Social Communication
2007 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
2018 ● **SCUOLA POLITECNICA DI DESIGN**
STUDENT - Master's in Food Design and Innovation

2018
2017 ● **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
2016 ● **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.
- 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
2012 ● **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