



# EDUARDO DAMI

Senior Integrated Strategist

I'm a brand enthusiast and an integrated strategist with a creative mindset. I'm passionate about making brands more relevant, interesting and useful in people's daily lives. In over 10 years working with brands, I've used different disciplines and methods to help them conquer new spaces and connect with customers and culture, no matter the format or the medium.

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## CITIZENSHIPS

Brazilian & EU (Italian)

## EDUCATION

2007-2010  
BA degree Social Communication  
Uni. Metodista - Sao Paulo - Brazil

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

## COMPLEMENTARY

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

English Fluent	Portuguese Native
Italian Elementary	

## PRO SKILLS

Brand Strategy | Digital Strategy  
Channel Planning | Creative Brief  
Research | Design Thinking  
Storytelling | Process Development

## AWARDS

**CANNES YOUNG LIONS BR**  
*Friboi Beef Academy*  
3rd Place

**EFFIE BRAZIL 2016**  
*Friboi Beef Academy*  
Gold

**MARKETING BEST**  
*Friboi - From commodity to beef brand*  
2013-2014-2015

## SUCCESSFUL PITCHES

**MICROSOFT / WINDOWS**  
*JWT*

**SENAC**  
*Publicis*

**OUTBACK STEAKHOUSE**  
*LewLara/TBWA*

**LG**  
*Y&R*

## EXPERIENCE

2018 - 2019 **FREELANCE SENIOR STRATEGIST |**

**Strategy, Competitive analysis, Storytelling, Pitches, Cases & video cases for awards**

- Companies: JWT/Canteen (UK), The Marketing Store (UK)  
Monster Films, Suno United Creators, Dentsu, ID/TBWA, McGarryBowen (SP)

2018 **BREWBROKER - BEER | UK**  
**Creative Strategist**

- Responsible for adding a consumer-centric approach to the startup, helping explain the service for different audiences.
- Developed the creative guideline and brand launch campaign.

2018 - 2017 **LEO BURNETT | BRAZIL**  
**Senior Strategist**

**Responsible for communication strategy of the Casino Group's food retailers in Brazil such as (Extra Supermarket, MiniMercado Extra & CompreBem)**

- Redefined the positioning and creative path of Extra, one of the most traditional supermarkets in Brazil, helping to improve its image that was eroded in the modern retail landscape.
- Worked closely with the data and media teams to measure campaign effectiveness, competitors movement and creative impact on a multi-channel perspective
- Responsible for creating a new value proposition and a multi-channel campaign for MiniMercado, helping to establish a different role for the brand among Casino's portfolio

2017 - 2016 **YOUNG & RUBICAM | BRAZIL**  
**Senior Strategist**

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

- I conducted a research project about millennials, their relationship with technology, smartphones and web content that helped Vivo to understand its target in depth, as result we developed a 360 campaign using influencers to increase brand likability and engagement.
- Created a working methodology to find gaps and opportunities for brands inside the agency, leading new pro-active projects.

2015 - 2012 **LEW'LARA\TBWA | BRAZIL**  
**Senior Strategist**

**•Responsible for the brand and communication strategy of Friboi (meat), Bunge (Margarines, Oil and Sauces), Outback (Restaurant Chain), Jameson (Whiskey) & Syngenta (Sugar Cane Inputs)**

- Lead the 360 communication strategy of Friboi, a traditional commodity company, opening the doors of the branding world and helping the brand jump from 3% of awareness to Brazil's favourite meat brand.
- Unlocked the digital potential of Friboi developing the biggest branded content platform of Brazil: "Beef Academy" a platform to teach people how to select, buy, prepare and cook meat in the best possible way.
- Responsible for the development of Outback's brand platform, from offline to social media campaigns

2010 - 2012 **PUBLICIS | BRAZIL**  
**Jr Strategist (2010-2011) & Strategist (2011-2012)**

- Defined a new workflow model to develop proactive ideas on a regular basis.
- Responsible for the Citibank revival campaign as a premium bank with digital and offline communication, developing the communication strategy for Credicard Universitário launch campaign, a product focused on younger audiences.
- Developed the communication strategy for the painkiller brand Novalgina, redefining the brand path and segmented communication for different audiences (doctors, pharmacists and consumer) in different channels (trade, ATL and digital)