

CARLOS ALBIERO

MARKETING PROFESSIONAL

CONTACT

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- Manchester - UK

SKILLS

- Multi-channel campaigns
- Communications management
- Digital marketing / Social Media
- Strategic planning
- Content marketing
- Creative Direction
- Graphic & Web Design
- Brand building and management
- Events planning
- Client Relationship Management
- SEO / SEM (PPC)
- Adobe Creative Suite
- Photo/Video Producing & Editing
- HTML / CSS / PHP / WordPress

EDUCATION

2020
Introduction to Communication Psychology
YALE University - USA

2010-2011
MBA - Business Marketing
Anhanguera University - Brazil

2001-2004
Marketing & Communication
University of Sorocaba - Brazil

2000
Creative Design
People Computers - Brazil

PROFILE

Dynamic and results-oriented Marketing Manager with 20+ years of extensive experience across diverse industries, with a career marked by a relentless passion for innovative storytelling and a commitment to crafting impactful brand narratives, driving successful marketing initiatives for both agencies and companies across international markets, including the USA, UK, Brazil, and Italy.

A strategic leader with a comprehensive background in the full marketing mix, within B2B and B2C, consistently achieving impactful results in brand development, market expansion, and revenue growth.

Skilled in leading and managing cross-functional and multicultural teams, including in different languages. Proficient in multi-channel campaigns, digital marketing, social media, SEO, creative design, content, advertising, strategic planning, events, copywriting, email marketing, and market analysis.

WORK EXPERIENCE

Marketing Manager

Kammac Ltd. - Elanders Group United Kingdom 08/22 to 04/24

- Pioneered and cultivated the marketing department, architecting and refining all internal and external communications on a B2B platform, maintaining a direct reporting line to the CEO.
- Strategically directed and optimised corporate marketing functions, orchestrating brand management, curating marketing collateral, coordinating impactful digital campaigns, and attending events. These initiatives resulted in a substantial 45% upswing in brand recognition within the UK, 65% boost in customer engagement, and 30% surge in sales within the first 6 months.
- Developed highly successful marketing campaigns across email, social media, and direct mail, propelling a remarkable 150% growth in organic website traffic and an astounding 200% boost in organic Social Media growth.
- Marketing efforts contributed to increase annual turnover from £90M to £110M, helping the company to win numerous awards, such as the Top 100 Fastest-growing companies in the UK.

Marketing & Creative Manager

Optimum Sport United Kingdom 03/21 to 07/22

- Revitalised marketing strategies by conceptualising and implementing high-impact campaigns, achieving a remarkable 65% increase in profits in 2021 (compared to 2020), marking it as the most lucrative year for the company.
- Innovated product development processes by creating and designing new products, packaging, and team kits, fueling a 40% increase in sales.
- Played a pivotal role in the company's digital transformation by actively contributing to the redesign of the website, aligning it with the new communication strategy and enhancing the overall online presence, driving a 65% boost in online engagement.
- Enhanced visual storytelling across platforms by producing and editing compelling photos and videos for the website, social media channels, and advertisements, amplifying the brand's digital footprint, and boosting a 30% rise in brand perception.

LANGUAGES

English	
Portuguese	
Spanish	
Italian	

SOFT SKILLS

- Leadership and Team Management
- Communication and Presentation Skills
- Collaboration and Cross-Functional Coordination
- Problem Solving and Critical Thinking
- Adaptability and Flexibility
- Time Management and Prioritization
- Empathy and Customer-Centric Mindset
- Decision Making and Strategic Planning
- Conflict Resolution and Negotiation
- Creativity and Innovation
- Active Listening and Feedback Incorporation
- Emotional Intelligence and Relationship Building

Marketing & Creative Director

EA Creative Agency United States 2016 to 2020

- Built and managed a dynamic team of marketing professionals and creatives, (including designers, web developers, content managers, project coordinators, etc.), including international freelancers.
- Coordinated and executed highly effective marketing strategies and campaigns, propelling companies from diverse fields (such as retail, fashion, product, automotive, services, tech, saas, events, etc.) to exceed objectives, achieving significant results in customer acquisition & engagement, conversion rates, brand visibility, revenue growth, etc.

Marketing & Creative Director

Estilo Gaucho Brazilian Steakhouse United States 2014 to 2016

- Expanded customer base by an impressive 65% in two years (within the desired target audience), achieving remarkable growth through goal-surpassing marketing results.
- Executed a successful brand repositioning, redesigning all communication materials (digital and print) to resonate with the target audience, achieving a 40% increase in brand recognition.
- Formulated and implemented marketing plans, resulting in a 25% increase in market share through strategic communication approaches.
- Developed and launched integrated, multi-channel marketing campaigns (TV, print, magazine ads, web, social media, email, and direct marketing), propelling the brand and boosting restaurant frequent clientele.
- Managed online paid advertising campaigns, increasing in 45% the sales in only 6 months.
- Produced and edited photos and institutional videos for website, social media, and ads, contributing to a 40% improvement in visual storytelling and brand presence.
- Contributed to the restaurant's recognition among the 100 Best Steakhouses in America, earning the prestigious Opentable Award.

Previous Work Experience

Communications Manager

First at Firewheel - AG Church United States 2011 to 2014

Creative Director

Allegro Advertising Agency Brazil 2010 to 2011

Creative Director

Cucchi Propaganda Agency Brazil 2005 to 2010

Creative Supervisor

Komunica Marketing Agency Brazil 2003 to 2005

Creative Designer

LM1 Marketing Agency Brazil 2001 to 2003