

thais guerra

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PROFILE

Trilingual (English-Portuguese-Spanish) professional with 10 years of hands-on experience in advertising, branding, strategy and creative art directing. Through analysis of consumer and market insights, I develop concepts and strategic planning on a daily basis, with a broad experience in product messaging, positioning and go-to-market strategy. I'm capable of steering complex projects, adeptly managing deadlines and dynamic demands in fast-paced environments while developing soulful visual narratives. With a keen eye for detail as well as leadership and interpersonal skills, I am looking for a role where I can leverage my creativity, resourcefulness and management skills for an innovative company.

EDUCATION

MBA IN BRANDING

PUC de Minas Gerais, Brazil | 2022

BACHELOR'S DEGREE IN ADVERTISING

Centro Universitario UNA, Brazil | 2017

CERTIFICATION

STRATEGIC PLANNING BOOTCAMP

Miami Ad School, Remote | 2024

PORTFOLIO PROGRAM FOR ADVERTISING

School of Visual Arts, New York | 2024

CREATIVE ENTREPRENEURSHIP

Perestroika, Brazil | 2018

KEY SKILLS

- ✦ Project Management
- ✦ Team Management
- ✦ Strong Communication
- ✦ Team Leadership
- ✦ Brand Strategy
- ✦ Concept Development
- ✦ Advertising Campaigns
- ✦ Brand Positioning
- ✦ Creative Thinking
- ✦ Data Analysis
- ✦ Market Research
- ✦ Consumer Insights
- ✦ Adobe InDesign, Illustrator, Photoshop
- ✦ Microsoft Office, Keynote, Google Slides
- ✦ Capable of steering complex projects from inception to completion.

PROFESSIONAL EXPERIENCE

Brand Strategist & Creative, Freelance | 09/2015 – current

Multiple Clients | US and Brazil (remote)

- Led over 20 branding projects for diverse small businesses, developing unique visual identities and comprehensive marketing strategies – including tailored campaigns, magazine ads, printed promotional material, styling and production for photoshoots and creating cohesive social media content frameworks and storytelling.
- Directed rebranding efforts, achieving new brand positioning and visual identity transformations for brands with attention to detail.
- Designed websites and established brand guidelines, ensuring consistency and impactful market presence.

Brand Strategist & Creative Director | 01/2021 – 03/2023

Katz Construcoes (Luxury Real Estate Development Group) | Brazil

- Developed an in-house agency by overseeing recruitment, strategy and planning. Orchestrated marketing campaigns with meticulous quality control, reducing external agency costs by less than a third by efficiently managing in-house projects.
- While leading a team of 4 people, conducted the execution of brand strategies for over 20 different projects and developed an unified visual identity for the brands across all mediums, from concept to launch, optimizing resource allocation and enhancing market impact. Crafted compelling brand narratives, marketing activations and go-to-market strategies.
- Spearheaded multiple projects in a fast-paced environment, coordinating requirements and deadlines with C level executives.
- Designed printed books for real estate developments and remotely served as the executive producer and creative director for a 150-page lifestyle magazine about a luxury beachfront condo.
- Implemented a SAC 2.0 model, standardizing customer interactions and improving service efficiency.
- Coordinated 20+ annual company events, including targeted gatherings with architects and real estate professionals, managing a budget of USD 20k and achieving over USD 2M in sales.
- Coordinated PR talking points and produced diverse ad campaigns, including weekly newspaper ads, monthly magazine ads, high-impact billboards and radio spots, achieving widespread visibility.
- Increased brand awareness with the "RN Residence" project, which won 3rd place in Arch Daily's global Work of The Year award and was organically featured at Casa Vogue and on the cover of Taschen's international publication, "Homes for Our Time 2."

Art Director | 03/2020 – 12/2020

Tom Comunicacao (Advertising Agency) | Brazil

- Designed impactful social media and email marketing campaigns using Adobe InDesign, Illustrator, and Photoshop, achieving exceptional viewer metrics.
- Created several posts and online ads for 5 different clients, successfully following each brand's identity guidelines, ensuring brand consistency and engagement across digital platforms.
- Implemented strategic design solutions that resonated with target audiences, driving increased interaction and brand visibility.

Brand Strategist & Creative Director | 07/2019 – 10/2020

Marble Design (Luxury Tableware Rental Company) | Brazil

- Founding partner, responsible for orchestrating end-to-end branding initiatives, from concept to crafting distinctive visual identities and product portfolio.
- Conceptualized and executed marketing campaigns (online and offline) resulting in significant engagement metrics across social media platforms and buzz in the event decoration market.
- Managed a 300% increase in luxury events and chef-hosted tastings post-brand strategy implementation, positioning the company prominently in Brazil's culinary scene.
- Innovated rental tableware with unique regional curation, enhancing event decor and culinary presentations with an expertise in the luxury event market.

Junior Art Director | 08/2014 – 09/2015

Commquest Comunicacao (Advertising Agency) | Brazil

- Performed social media planning, creating digital and print graphic pieces, including campaigns, signage, stationery, social media content, presentations and brand books.