

fernanda secco



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PROFILE

Highly organised Brand Manager, with international experience, a passion for creative writing and content production, and a unique can do attitude that motivates teams.

Born in Brazil, current living Denmark, I have also lived in Mexico, the United States, and the United Kingdom.

With +8 years of experience ranging from film and content production to digital marketing and event planning, I have a lot of energy and stories to tell.

WORK EXPERIENCE

04/17 - Now

ØRSTED / Marketing Partner

COPENHAGEN, DENMARK

As part of the Global Marketing & Branding team, I conceptualize and execute of branding and marketing projects in Europe, North America and Asia.

- Key account management within Offshore Wind to elaborate and deliver on brand and marketing campaigns globally
- Project management and coordination between designers, digital agencies and paid media agencies and public relations.
- Overseeing content production (films, landing pages, brochures, digital journeys and more)
- Coordinating digital strategies and mapping stakeholders cross departments

06/13 - 11/16

YELP / Senior Community & Brand Manager

SÃO PAULO, BRAZIL

Sole responsible to strategy and execution of marketing activations to grow the Yelp brand awareness and community in Brazil

- Lead team of +10 people across Latin America
- Conceptualizing and planning events from 10-people gatherings to 700+ guest parties
- Creating compelling digital strategies, social media content, newsletters and blog posts
- Negotiating partnerships and sponsorships with local and global brands
- Stakeholder management and international reporting to HQ

03/13 - 06/13

ENCOMENDA GLOBAL / Digital Marketing Coordinator

SÃO PAULO, BRAZIL

Leading the content marketing and advertising for the imported good e-commerce

- Lead a team of +15 people
- Strategy planning and brand awareness for the e-commerce
- Set up and analysis of Facebook Ads, Google AdWords, Google Shopping, newsletter campaigns and content marketing
- Content production for blogs and social media channels and newsletters
- Partnerships and influencer marketing campaigns

06/12 - 12/12

VECTONE MOBILE / Latin America Marketing Executive

LONDON, UNITED KINGDOM

Creating campaigns and messages targeting Latin American communities in Europe

- Copywriting campaign assets
- Strategy and execution of digital and sponsorship campaigns across seven countries
- Media buying and optimization on Facebook Ads, Google AdWords and Programmatic campaigns

04/12 - 08/09

SEVERAL PRODUCTION HOUSES/ Freelance Producer

BRAZIL AND MEXICO

Advertising and feature film production (find me on iMDB) at several production houses such as: Cullane Film, Emigre Film, Black Maria, O2 and more.

- Executive Production on several advertising, feature film and documentary productions across Mexico and Brazil.
- Location scouting, research, negotiation and contract management
- Production assistant duties; sourcing catering, insurance and organising shooting schedules

Some of my work can be seen at: Alice (HBO LatAm), Two Birds, and Perra



EDUCATION

MARCH 2019

HYPER ISLAND/ MASTER CLASS - DIGITAL ACCELERATION

STOCKHOLM, SWEDEN

- Understanding complex business landscape, engaging customers and expanding digital reach.

JUNE 2018

IDEO / CERTIFICATE IN DESIGN THINKING

- Creative problem-solving approach
- Prototyping and project scoping

2006 | 2009

UNIVERSIDADE ANHEMBI MORUMBI / B.A. SOCIAL COMMUNICATIONS & MEDIA STUDIES

SAO PAULO, BRAZIL

- Highest qualification on the final practical thesis
- Creator and team leader in one of the Top 10 projects at the 4th Innovation Fair
- One year abroad program at Universidad del Valle de Mexico (2008-2009)
- Minor: Screenwriting for TV and Film



LANGUAGES

English



Danish



Portuguese



Spanish



VOLUNTEER WORK

Aug/2016 | Present

CHICKEN OR PASTA? / Travel Writer

Aug/2014 | Dec/2016

CISV / Leader

May/2011 | Dec/2013

AIIESEC / Committee member/Communication

Aug/2010-Oct/2010

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (UNC) / Portuguese Teacher's Assistant



INTERESTS



New languages



Travelling and discovering the world. I especially enjoy gastronomy and food culture.



Always open to something challenging.