

VINICIUS (VINNIE) CREMA

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CAREER PROFILE

With 11 years of experience in marketing and design. I'm an all-rounded professional constantly leveraging digital platforms to increase brand equity across organisations.

MAIN EDUCATION

MASTER OF BUSINESS ANALYTICS

Kaplan Business School, Australia
Mar 2020 - Mar 2022

DIPLOMA OF MARKETING

Universidade Anhembi Morumbi, Brazil
Aug 2016 - Jul 2018

BACHELOR OF DESIGN

Centro Universitário Senac, Brazil
Aug 2009 - Jul 2014

SHORT COURSES

UX + UI DESIGN

Royal Melbourne Institute of Technology

DESIGN THINKING ACTION LAB

Stanford University Online

THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY

FranklinCovey

INBOUND MARKETING

Hubspot Academy

CRUCIAL CONVERSATIONS

Crucial Learning

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

FranklinCovey

TECHNICAL KNOWLEDGE

GRAPHIC DESIGN

Branding, Printing and Digital Projects, Products, Campaigns, Packaging, Events.

DIGITAL MARKETING

Customer Relationship Management, Search Engine Optimization, EDM, Social Media, Inbound Marketing.

BUSINESS STRATEGY

User Experience, Design Thinking, Information Architecture, Data Analytics.

PROFESSIONAL BACKGROUND

SENIOR MARKETING CONSULTANT

Full Time

27 Oct 2020 -
29 Apr 2022

Internship

25 Sep 2020

DIGITAL MARKETING SPECIALIST

Casual

28 Feb 2020 -
05 Jun 2020

HEAD OF MARKETING AND DESIGN

Full Time

18 Dec 2015 -
03 Jul 2019

SENIOR DESIGN PARTNER

Contract

30 Jun 2015 -
25 Sep 2019

BRAND ASSURANCE MANAGER

Full-Time

24 Jul 2015 -
30 Nov 2015

DAVIDSON GROUP. BRISBANE, AUSTRALIA

Hands-on role to deliver innovative marketing strategies and communication projects, driving business development and new engagement initiatives.

- New website and CMS migration project;
- Development of digital marketing campaigns;
- Construction of new brand guidelines;
- Update of visual communication assets and templates, such as social media posts, proposals and brochures.
- Delivery of clients' personalised products,

FIBO UPCYCLING. BRISBANE, AUSTRALIA

Implementation of digital management systems, branded communications, new website and awareness strategies.

- Reduced digital structure costs by 90%;
- Increased productivity by the implementation of core systems (*Finances, CRM, CMS, Web Hosting*);
- Managing targets and accountabilities by proactive strategic planning and collaborative team action plans.

CRUCIAL LEARNING. SÃO PAULO, BRAZIL

Responsible for branded guidelines and communications, promotional campaigns, social media, marketing team performance indicators and new products development.

- Implementation of digital marketing strategies.
- Increased website monthly visitors by 947%;
- Generated a boost of 2,400% in monthly leads;
- Collaborated in annual income growth of 62%;

FRANKLINCOVEY. SÃO PAULO, BRAZIL

Design support to take new organisational products and projects to market.

- Designing for 85% of the company's offerings;
- Diagramation of approx. 8,400 pages of content;
- Creative management for launching campaigns, corporate events and strategic presentations.

PROENTER. SÃO PAULO, BRAZIL

Responsible for managing visual standards of global brand licensed products, liaising with stakeholders to assure quality requirements are met.

Managing the development of more than 65 new products per month, for 19 global brands, with 48 different stakeholders from 9 nationalities.

REFERENCES

BRUCE DAVIDSON

Executive Director

Davidson Group

0419 660 606

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DREW STANDISH

Head of People, Performance and Culture

WearOptimo

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