

Verônica Pimentel

Brand & Marketing

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profile

Creative designer based in São Paulo, with experience in branding and marketing management, in hospitality, fashion and entrepreneurship. Currently looking for an opportunity to work with luxury companies that are willing to build relevant online and offline brand experience, with the mission of creating meaningful positive impact.

In 2023 I moved back to London to implement the 'Sell With Us' channel on rlvd.com, a luxury marketplace for circular fashion. My role was focused on managing the 'SWU' channel, training the VIP concierge team, acquiring high net worth clients through personal network, curating luxury products and designing the online/offline user experience for our customers.

Before, I acted as Brand & MKT Manager at JANEIRO Hotel during 4.5 years. Since its opening in August 2018, my role as the guardian for JANEIRO brand, was to ensure that customers had consistent online and off line experiences with luxury and sustainability as its moto. There, I was leading an in house team and managing service providers, overseeing branding, digital strategy and communication, public relations, brands partnership and projects curation. Also acted as the spokesperson for the sustainability and culture projects that were implemented at the hotel.

Previously, I lived in london for 6 years, where I graduated with Honours from University of the Arts London Central Saint Martins. After, I founded two fashion companies, Vero&Cait, a luxury concierge service for vip clients, where I was helping them recycling their wardrobes. And SUM.15, an online platform representing Brazilian design.

Currently I'm freelancing for emerging brands, offering branding consultancy and technical services such as, art direction, web and graphic design and digital MKT.

skills attributes

- Marketing and Brand Management
 - Branding & Communication
 - Public Relations
 - Brands Partnership
 - Digital MKT
 - Creative Direction
 - Web & Graphic Design technical knowledge
 - Positive thinking
 - Team player
 - Fast learner and proactive
 - Trustworthy
 - Resourceful
 - Good communication skills
 - Accurate sense of aesthetic
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goals

- To work with luxury brands that are willing to build relevant online and offline brand experience, with the mission of creating meaningful positive impact.
- To learn new skills and knowledge related to brand experience, experiential marketing, e-commerce, hospitality, technology, innovation, sustainability, data- driven approach and business development.
- To be part of ecosystems that are people centric and that value experiences, diversity, constant learning through innovation and that empower people to drive positive change across the world.

Verônica Pimentel

Brand & Marketing

work
experience

Product Implementation Manager

r|vd
Jan 2023 - Aug 2013

Head of Brand & Mkt

JANEIRO HOTEL
Aug 2018 - Dec 2022

Founder & Creative Director

Vero & Cait
Apr 2016 - Apr 2019

SUM.15
Apr 2015 - Apr 2016

Freelance

Web & Graphic Designer / Digital MKT
2018 - PRESENT (2024)

Costume Designer
2009 - 2012

Stylist
2008 - 2010

education

2014

Masters of Arts - graduated with Honours from University of the Arts London Central Saint Martins, MA
Applied Imagination in the Creative Industries

2012

Short courses at University of the Arts London Central Saint Martins (Art Direction for Fashion, Entrepreneurship for Creatives, Visual Merchandising, Digital Prints for Textile, Drawing)

2008

Graphic Design Bachelors program at Puc-Rio

Portuguese	native	● ● ● ● ●
English	business fluent	● ● ● ● ●
Spanish	intermediate	● ● ● ● ●
French	basic	● ● ● ● ●

Photoshop	strong	● ● ● ● ●
InDesign	strong	● ● ● ● ●
WixStudio / Shopify	strong	● ● ● ● ●
Illustrator	intermediate	● ● ● ● ●
Microsof Office	intermediate	● ● ● ● ●
Salesforce	basic	● ● ● ● ●