

Marketing
Creative writing
Planning
Content.

Laís

Kikuchi

See my full portfolio: laiskikuchi.com

Experience highlights

- Create a festival end to end: concept, planning, content, real time and overview.
- Think campaigns and creative content for brands, such as TikTok, Burger King, Itaipava, among others.
- Lead a team and organize flows and tasks.
- Understand the dynamics of brand experiences and think creative solutions.

Key achievements

- Successfully delivered festivals and brand experiences for major clientes.
- Successfully delivered offline and digital brand campaigns.
- Being able to lead a team thinking about flows, tasks and individual skills.

About me

I learned to see communication in a macro way. Understand the whole picture and think about actions. I learned to coordinate creative flows. To centralize the demands and share with the team. I learned that *live marketing* is more alive than ever. That we can connect the on and off, and if we make an effort, the imaginary too. I learned to plan, replan and adapt the plan. I learned to speak the language of my audience (there were several). And, one of the most important things... I learned to improvise.

The challenge is right here.
Lets make it happen?

Education

2017 - 2018.2

POSTGRADUATE - ESPM/SP

Innovation, Design and Strategy

JUL - 2016

DIGITAL MARKETING COURSE

ESPM/SP

JUL - 2014

DIGITAL PHOTOGRAPHY COURSE

Santa Fe University Of Art and Design

2013.1-2016.2

DEGREE OF ADVERTISING

UNIFACS - Salvador - BA

Languages

PORTUGUESE

Native

ENGLISH

Advanced

University Of Cambridge ESOL

Examinations - Level 1 Certificate

Work experience

10/2021 - current

ADVENTURES INC

Copywriter | TikTok Brazil

Responsible for creating digital campaign copies, campaign scripts, presentations and daily content. Creating content and targeting the brand's tone of voice on social networks, as well as campaigns for offline media.

11/2020 - 10/2021

AGÊNCIA GINGA

Copywriter | Burger King Brazil

Responsible for creating digital campaign copies, campaign scripts, presentations and daily content. Creating content and targeting the brand's tone of voice on social networks, as well as Burger King BOT posts.

2017 - 2020

INHAUS ENTRETENIMENTO

Communication and Marketing Coordinator

Lead teams, set up processes, establish priorities according to deadlines and tasks. Strategies, campaign planning, creative writing and content for social media. Media planning, communications plan, strategy with the press office and public relations. Coordination of communication between the areas of Media, Design, Audiovisual, Projects, Production and Commercial. Content creation, setting the "Tone of voice" for each project / festival, scripts for videos and presentations. Development of creative and strategic concepts aligned to the needs and characteristics of the festivals.

2014 - 2017

MARCATIVA COMUNICAÇÃO

ESTRATÉGICA

Planning and media

Responsible for digital content planning, strategy development and online media execution (Facebook Ads and Google Ads). Communication plan, campaign strategy, content production, copywriting and elaboration of promotional actions.

Let's get in touch?

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