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Profile

I'm a Branding and Digital Presence Strategist, graduate in both Advertising and Event Planning, Postgraduate Student (Specialization) in Digital Influence (PUC-RS, BR). Partner on a business focused on Digital Presence for brands, Partner and Content Curator at Co.mov - a business specialized in finding, curating and preparing content, whether it is for people or events. Licensed Organizer and Curator of TEDxBlumenau, having organized 17 events in the last 6 years ranging from 100 to 600 people.

Experience

Digital Presence; Blumenau, SC – 2012-Present

I believe that every brand must find reasons why consumers will connect, and interact, with them. That becomes even more important on a digital environment. For 6 years me and my partner have been working focused on Digital Presence. Thinking, operating and managing everything that involves a brand in the digital environment. With more than 25 clients in this period and managing currently 10 (among regional and national ones) projects that range from Social Media to Podcasts, but also Inbound Marketing, Social and Ads. We opted not to work with a name and brand of our own because we don't want to be seen as an agency nor compete with them. What we do here is different. Doing a good job with the clients that are currently in the house so that more people wanna join us feels better :)

Our current clients include, among other: Oxford, Oxford for Masterchef Brazil, "Especial O Papai é Pop" by Marcos Piangers, ZELT Imóveis, Eloeth Lingeries, Soul Cafés e Companhias.

Co.mov - Curadoria de Conteúdo; Blumenau, SC e São Paulo, SP – 2017-Present

Founder of Co.mov, a business focused on content. From Curation for events, to speaker coaching and experience design for events.

Branding Strategist, Blumenau, SC – 2012-Present

Although I began my career as a Branding specialist before diving head first on Digital, I still do occasional Branding work. All of them focused in creating or reimagining a brand, from a strategic point of view, all the way to the visual conception, partnered with Designers.

Promo and Brand Experience Director, BOX Promo; Blumenau, SC – 2014-2016

Alongside 2 partners, I coordinate the Promo & Activation area of BOX Produtora. We did brand activation and event experiences for events in the start such as HEMOSC-SC, SKOL and others.

Marketing Director, Team Nogueira; Blumenau-SC – 2013-2014

Managing of the whole Marketing operation of Team Nogueira Blumenau, the local franchise of martial arts gyms "Team Nogueira", from the former-UFC Nogueira Brothers "Minotauro" and "Minotouro". Work started 8 months before the gym opened to public, and stayed there for a couple months after it opened its doors.

Planner and Account Manager, HOUSE / República - Criatividade Aplicada; Blumenau, SC – 2011-2012

The advertising school I graduated from has a house. I commanded it's rebrand from "HOUSE" to "República - Criatividade Aplicada". Rebranding included a visual and architectonic overhaul. By the time we released the rebrand, we got the agency's first ever international client.

Education

PUC Rio Grande do Sul; Porto Alegre - Rio Grande do Sul - Postgraduation (Specialization) in Digital Influence 2019 - 2021

FURB - Universidade Regional de Blumenau; Blumenau, Santa Catarina - Social Communication - Advertising, 2008-2012

FURB - Universidade Regional de Blumenau; Blumenau, Santa Catarina - Event Planning - 2010