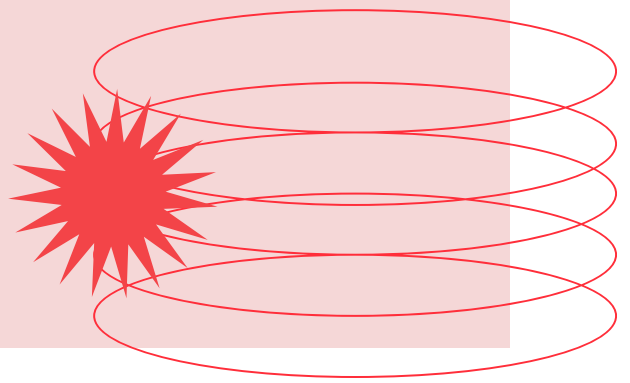


art director

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amanda vecchio



For me, art and design are like magic: they tell stories, evoke emotions, and transform the way we see the world. Each project is an adventure to exceed expectations, touch hearts, and make the message sparkle in the eyes!

Experiences

Art Director at Otros, Almanaque - 2024

GUPY - CAJU - GRUPO BOTICÁRIO

Art Director at Mirum Agency (2019 - 2024)

SKY - SAMSUNG - WHISKAS PEDIGREE -
DREAMIES - YUNY

Designer // Social Media (2017 - 2019)

- Development of digital marketing assets and creation of creative concepts.
- Evaluation of the effectiveness of digital marketing posts developed by junior specialists.
- Analysis of creatives based on performance metrics for continuous optimization.
- Development of a structured weekly schedule for digital marketing posts.
- Persuasive and effective writing across various communication forms, including copywriting.
- Design and production of visually appealing content for social media.
- Evaluation and critical analysis of existing content to identify improvement and growth opportunities.

Education

Master of Design FMU - FIAM FAAM

Ads Creative Escola CUCA

Design Escola Panamericana de Arte&Design

Google Analytics FAAP

Portfolio

[CLICK HERE OR
POINT THE CAMERA
AT THE QR CODE](#)

Softwares

- Photoshop
- Figma
- After Effects
- Illustrator
- Adobe XD // Sketch

Soft Skills

- Team spirit
- Quick learning
- Problem solving
- Self-management
- Flexibility
- Empathy and
- Emotional Intelligence

