

ENIO XAVIER

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PROFESSIONAL TITLE

Creative Social Media Manager and Strategist

KEY SKILLS

- KPI Reporting and Analysis
- Community-led Growth and Community Engagement
- Creation of Editorial Calendars
- Creative Storytelling and Branding
- Cultural Studies and Audience Research

EDUCATION

Bachelor's Degree in Advertising and Marketing

Institution: ESAMC - School of Advertising and Marketing

Year: 2015–2019

PROFESSIONAL SUMMARY

I'm a creative strategist with vast experience in developing data-driven social media strategies and managing influencer marketing campaigns. I'm keen on the idea of aligning brand narratives with cultural relevance to create authentic connections with diverse audiences.

I have collaborated with major brands such as **Netflix**, **Itaú Unibanco**, **Nubank**, and **TV Globo**. I am pretty good at leveraging insights from communities to create impactful campaigns. I'm also proficient in industry-standard tools like Tagger, Stilingue, and Google Workspace, and committed to fostering inclusive brand communication.

PROFESSIONAL EXPERIENCE

- **Bonde – Digital Communication Strategy**
(April 2024 – Present)
Responsibilities:
 - I designed and executed social media campaigns, achieving engagement growth for brands like **Singer Brazil** and **Peça Rara Brechó**.
 - I developed and managed content calendars to ensure a consistent and impactful social media presence.
- **SILVA – Content Strategist / Culture & Community**
(October 2022 – November 2023)
Responsibilities:
 - I defined and implemented content strategies for brands like **Netflix**, **Nivea**, and **Twitter Market Br**, focusing on storytelling and cultural resonance.
 - I conducted cultural research to instruct campaigns for **Brahma** and **Kolene**.
 - I partnered with teams on projects like **Nubank Institute** and Festival Feira Preta to drive audience engagement.

- **Creators.IIc – Content Strategist / Influencer Marketing Analyst**

(October 2021 – October 2022)

Responsibilities:

- I mapped and engaged influencers to create personalized content strategies for clients like **Nubank**, **Globoplay**, **Star+**, and **Ambev**.
- I contributed to **Google's Black Creators Program**, coordinating mentors and ambassadors while identifying trends in content creation.

LANGUAGES

- Portuguese (native speaker)
- Spanish (fluent speaker)
- English (intermediate speaker - B1)

TOOLS

- Tagger, Stilingue, mLabs, Google Workspace, and similar platforms

CERTIFICATIONS

- Influence and Evidence - Box1824 (October 2023)
 - Public Speaking, Storytelling, and Visual Impact - Perestroika (2021)
 - Influencer Marketing Program - Youpix (2019)
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