



Samara Andrade

Brand Strategist & Designer

I turn data into strategy,
and strategy into design.

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Limeira, Brazil (UTC-3)

About

Brand strategist and designer with 15+ years of experience turning business goals into clear, consistent brands. I plan and run campaigns end to end, from positioning and content strategy to design, vendor management and launch, with a focus on healthcare and B2B companies. I help brands speak with clarity and build lasting reputation.

Software skills: Adobe

Illustrator	★★★★★
InDesign	★★★★★
Photoshop	★★★★★
Premiere Pro	★★★★★
After Effects	★★★★★

Education

MBA, Digital Business
Management & Artificial
Intelligence
USP/Esalq · 2025

Postgraduate Certificate,
Marketing Management
Senac · 2017 – 2020

Continuing Education in Branding
(Infinity program)
Brandster Branding School · 2022
– Present

Branding Immersion (Branding
de Perto)
ESPM

B.A., Interdisciplinary Arts &
Contemporary Technologies
Federal University of Bahia (UFBA)
· 2013 – 2017

B.A., Graphic Design
Universidade Tiradentes · 2008 –
2012

Industry experience

Healthcare

Clinics, hospital
groups and
medical devices

Events

Corporate
events and
music festivals

Food service

Corporate
catering, dining
and delivery

Agency

Account
management
and social
media

Core skills

Brand & strategy

Brand strategy & positioning
Brand identity systems
Integrated campaign development
Content strategy
Healthcare & medical device
marketing (B2B)

Creative

Graphic design
Video editing & motion graphics
Presentation & sales enablement
design

Marketing execution

Email marketing & landing pages
Social media management
Trade show & event marketing
Influencer marketing
Internal communications
Performance reporting & analytics

Leadership

Team leadership
Agency & vendor management
Budget management
Contract negotiation
Cross-functional collaboration with
sales & product

Experience

May 2018 – Present
Limeira, SP, Brazil

Designer & Brand Strategy Consultant

Labrint Studio Freelance

Independent studio serving healthcare clients.

- Develop brand strategy and positioning for healthcare clients.
 - Conduct market research to guide brand and communication decisions.
 - Write scripts for audiovisual content.
 - Build content strategies for social media.
 - Create advertising campaigns from concept to delivery.
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Aug 2024 – Sep 2025
Piracicaba, SP, Brazil

Marketing Manager

Tempero Certo Refeições Coletivas

Corporate food service company: catering, dining and delivery.

- Led the marketing team and coordinated work with external partners.
 - Planned and executed brand positioning campaigns.
 - Built and managed the calendar of institutional, commercial and promotional initiatives.
 - Developed sales enablement materials, including presentations, brochures and tailored proposals.
 - Created lead generation campaigns to support new contract acquisition.
 - Partnered with the sales team on joint initiatives and client visits.
 - Coordinated communications for new unit openings and renovations.
 - Kept the brand identity consistent across every touchpoint.
 - Wrote and edited institutional copy, internal newsletters and press releases.
 - Produced seasonal internal campaigns and employee celebrations.
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Jun 2023 – Aug 2024
São Paulo, SP, Brazil

Healthcare Marketing Specialist

Grupo Hemocat

Importer and distributor of medical devices for cardiology, angiology and orthopedics, with 30 years in the market.

- Developed branding and marketing strategies for the healthcare sector and ensured execution across all channels.
 - Protected brand reputation and supported the structuring of the company's digital positioning.
 - Created and executed email marketing campaigns and landing pages.
 - Managed and produced content for the company's social media channels.
 - Designed institutional and commercial promotional materials.
 - Planned and executed brand activations at healthcare trade shows and events.
 - Collaborated with commercial and technical teams to keep communication consistent.
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Jun 2023 – Aug 2024
Limeira, SP, Brazil

Healthcare Marketing Specialist

Cath-Care

- Designed materials for medical trade shows and industry events, from print pieces to digital assets.
 - Planned, wrote and sent email marketing campaigns.
 - Produced social media content aligned with the brand's positioning.
 - Created institutional and sales support materials.
 - Worked with sales and technical teams to keep messaging clear and consistent.
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Oct 2019 – Oct 2022

Salvador, BA, Brazil

Marketing Manager

Clínicas Clivale

Healthcare complex with 80+ years of history and about 30,000 appointments per month across 5 locations, including a Day Hospital.

- Led the marketing team and managed brand reputation through branding strategy.
- Wrote strategic briefs for agencies and oversaw every piece from development to approval across all channels.
- Negotiated and purchased media, then monitored delivery, deadlines and placement, including outdoor advertising.
- Organized events end to end: budgeting, hiring vendors, overseeing setup and covering them on social media.
- Managed signage and facade projects for all 5 locations.
- Managed social media and website content, directing agency planning.
- Ran influencer campaigns: research, hiring, visit coordination and reporting to leadership.
- Created internal marketing materials and supported press relations by connecting physicians with radio, TV and newspapers.

Jan 2019 – Sep 2019

Salvador, BA, Brazil

Content Strategist

Inovamidia Comunicação

Agency with 30+ years in the market, serving major football events and concerts in Bahia.

- Managed the agency's largest digital marketing accounts.
- Planned and managed social media for clients.
- Created content based on the information needs of customers and social audiences.
- Engaged with followers to answer questions and build trust between brands and audiences.
- Monitored performance reports and adapted planning to what the data showed.

Oct 2018 – Dec 2018

Salvador, BA, Brazil

Designer

Rede Bahia Freelance

Freelance contract for the 2018 Summer Music Festival in Salvador.

- Produced the graphic materials used for event signage.
- Supported planning and execution of the online advertising campaign with the contracted agency.

Sep 2017 – Apr 2018

Salvador, BA, Brazil

Marketing Assistant

Zum Brazil Eventos

Corporate events company: conventions, forums, congresses, fairs and launches.

- Created content for Instagram, Facebook and LinkedIn.
 - Wrote, designed and sent email marketing campaigns.
 - Created presentations for bids, proposals and events.
 - Designed pieces for internal marketing.
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Aug 2016 – Jun 2017

Salvador, BA, Brazil

Communications Specialist

CQCS

Brazil's largest information hub for insurance brokers. Clients included Bradesco Seguros, Porto Seguro, Allianz, SulAmérica, Zurich and Tokio Marine.

- Created audiovisual content and recorded product presentations with client executives.
 - Managed and monitored social media and tracked metrics through analytics.
 - Delivered weekly reports on content performance and audience reach.
 - Provided photo and video coverage of client events across Brazil.
 - Monitored performance reports for the company's online TV channel.
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Jan 2016 – Sep 2016

Salvador, BA, Brazil

Graphic Designer

Chara Rial

- Edited product photos for e-commerce.
 - Designed graphic pieces for marketing and sales campaigns.
 - Retouched images and laid out lookbooks.
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Mar 2014 – Dec 2014

Vitória da Conquista, BA,
Brazil

Product Designer

Universidade Estadual do Sudoeste da Bahia (UESB)

- Designed course layouts for the university's Moodle virtual learning environment, applying UI principles to improve usability and content absorption.
 - The interfaces were used for four 4-month cycles.
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Jun 2013 – May 2014

Salvador, BA, Brazil

Motion Graphic Designer

TV UFBA, Federal University of Bahia

- Created graphics, motion graphics, openings, animations, infographics and credits for the university's TV channel.
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May 2012 – May 2013

Aracaju, SE, Brazil

Designer

Instituto Recriando

- Designed all graphic materials for the nonprofit's campaigns.
- Supported visual communication workshops for children from low-income communities.