

EDUCATION

vikki gois
CREATIVE DIRECTOR



- 2010 FASHION BUSINESS + MKT**
UAM - UNIVERSIDADE ANHEMBI MORUMBI
- 2010 PHOTOGRAPHY**
UAM - UNIVERSIDADE ANHEMBI MORUMBI
- 2011 COOL HUNTING**
ESCOLA SÃO PAULO
- 2019 DIGITAL SKILLS: SOCIAL MEDIA**
ACCENTURE
- 2020 COLLABORATIVE WORKING IN A REMOTE TEAM**
UNIVERSITY OF LEEDS

EXPERIENCE

- 2020 CREATIVE DIRECTOR**
- GAL

As a Creative Director for Gal, a new beauty salon chain from Brazil, I lead and manage the team most responsible for b2c communications (online and offline), branding, and creative assets, including art directors, copywriters, and community managers. Adding to my duties, I plan the marketing strategies, building guidelines, and guaranteeing cohesiveness among all initiatives, ensuring both art and semantics are aligned to build up the brand's image for awareness.

- 2019 CREATIVE DIRECTOR**
- ZENKLUB

I led branding strategies, content creation and implementation of all the communication efforts, mapping opportunities, and building a creative strategy so Zenklub could thrive across all channels cohesively and efficiently, both online and in traditional mediums. As a "brand guardian", I aligned business, customer and kept up with KPIs, ensuring compliance of brand positioning and communication guidelines to external and internal stakeholders. I worked alongside the head of marketing to define the communications framework and workstreams to develop better customer experience and sense of community at each touchpoint as well. With a focus on stimulating discussion and increasing engagement in several socially relevant contexts, I managed a multidisciplinary creative team, responsible for always-on communications, campaigns and b2b partnerships - which didn't stop me from creating content alongside them.

- 2016 SENIOR COPYWRITER**
- MUTATO/WUNDERMAN THOMPSON

My latest role was as a senior copywriter for Ipanema, developing and conceiving concept and overall projects for the brand. Previously, I was a part of the Avon Global team as a senior creative copywriter, conceiving and developing digital projects for Avon Global and Avon Brazil, but mostly for other markets around the world, such as creating campaigns, producing assets and social media guides. As an editor, I created content for AHEAD, a creative festival that brought music, fashion, design, technology, and art together to surprising locations in Brazil. I was also the Community Manager for this project. I've also worked as a Community Manager for Jack Daniel's' and Pernambucanas' social profiles, moderating user content, engaging with people and managing the communication between followers and brands. Still, in this position, I've worked for GÜD, a pet food line from the BRF group. From the start, I operated as a social media planner, content, and tone of voice adviser, studying the opportunities and challenges for such niche market and how we could create a tone of voice that would resonate with the consumers. I was also on the front line of their communications, alongside the client to make sure the brand was helping the customers through responding F.A.Q, building a relationship with the commenters, and working on insights reports with my expertise on social listening. On and off, before Avon Global, I've also worked as a copywriter for Avon Brasil - one of the biggest beauty players in the business -, writing content related to their campaigns and Always On for social media. This working relationship went so well, that led to an invitation to be a part of one of their digital campaigns (Ultramatte) as a model, standing up for all kinds of beauty and defying the social concept of femininity. Clients (so far): Avon Global, Avon Brazil, Mix Brazil Festival, GÜD, Mutato, Souza Cruz (British American Tobacco), Pernambucanas, Samsung and Jack Daniel's.

I AM

I'm a Creative Director with background in copywriting. A storyteller with know-how in digital strategies for lifestyle, fashion, tech, wellness brands and publications. Let's talk?

REACH OUT

E vikki@vikkigois.com
M + 5511981095948

INSTAGRAM LINKEDIN PORTFOLIO

SKILLS

Copywriting/Editing



Community Management



Influencer/Partnerships Marketing



Strategic Planning



SEO



Photography



Leadership



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Leadership



2014
-
NOW
INTERNATIONAL MOD
MODSQUAD

As an international moderator, I'm a contributor specialized in digital engagement, such as: moderating content, chatting with customers, managing communities, checking for bugs, buzzing in special projects and analyzing spelling and grammatical mistakes, both in English and Portuguese, for great international brands/clients in gaming, apps and online businesses.

2017
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2018
CONTENT MANAGER
PALO NUTRITION

I guided the content strategy for Palo Nutrition since before the re-launch of the brand, constructing alongside the VP/Director a digital set up for a brand new vision for Palo and thoroughly deep diving into the wellness sector. As a Content Manager, I acted as a strategist and a creative copywriter for digital communications, developing a content calendar for the Palo's social media channels in accordance with a content strategy, creating the digital planning, managing and executing every aspect of it. I also have overseen short media briefs for paid social media planners and advised on social advertising strategies and recommendations that best met the objectives of the business. It was also my responsibility to drive insights and learnings that influenced the publishing agenda, making creative and strategic recommendations to drive social engagement, impressions and conversions, managing inputs from cross-functional stakeholders (Communications Director and creative team - myself included.)

2015
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2016
CREATIVE COPYWRITER/SOCIAL MEDIA STRATEGIST
ESTÚDIO ÁRVORE

As a digital content editor, I worked closely with 3 of the greatest Brazilian fashion brands, writing/managing their content and creating/planning new communication strategies for Arvore's clients on social media. For Triton, in less than one year, with no investment (just working on a new content strategy that worked for the client, at the time) we could raise their following from 22k to 110k+. I also helped to develop the brand's manifesto "keep on rocking", reintroducing their devil may care attitude to the content, forgotten through the years. After 7 months, I started coordinating more the digital content area and started working on campaign planning, developing online and offline strategies for every phase of the current seasons. My first beauty client was Sephora, and I was responsible for some offline work for in-store displays as well. Main clients: Tufi Duek, Triton, Corello and Sephora.

2014
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2016
EDITOR IN CHIEF
THE EDGYTOR

I created The Edgytor to give voice to smart, tongue-in-cheek personalities and to people who had a taste for an edgy point of view. Besides developing the whole concept of the magazine, I've maintained the website daily with the help of a team of 20+ amazing collaborators. Some of my daily responsibilities were: developing SEO and SEM; building social media profiles and creating a following; leading the commercial area & partnerships; editing the team's articles; writing my own articles; designing and coding the website and the flip-on magazine; managing the entire team; planning new projects and executing them. Without any investment in media, I kept the website running and growing. With less than 3 months of existence, we had more than 20k+ page views, due to the success of one of our first photo shoots, created by our team: the first fashion editorial with a drag queen, before drag became more mainstream (beginning of 2014).

2013
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2014
CONTENT EDITOR
CHERRY PLUS

As a content editor, I was responsible for writing, creating new communication strategies for Cherry's clients (blogs, sites, new online/offline projects and social media) and developing a voice for new accounts and prospects. Since I speak English fluently, I handled most of their international clients, applying my knowledge and background in Fashion as well. This way, I was able to write and translate new content for Kate Spade New York Brazil, for example, approving all the posts with the NY team. I also worked closely with the brand's art director, adapting the assets to the local strategies in the best way, creating a Brazilian voice to the KSNY woman. Main clients: Kate Spade New York, Safilo Group, Balonê Acessórios, Cherry Plus, Cia. Marítima, NK Store and Salão Marcos Proença.

+ KNOW MORE ABOUT MY EXPERIENCE HERE