

Lorena Matioli

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education

Graphic Design

2006-2012

Universidade Tecnológica
Federal Do Paraná - UTFPR

Fashion Design

2009-2011

SENAI - Serviço Nacional
De Aprendizagem Industrial

about

Leveraging over a decade of expertise in content creation, digital advertising, and creative design, I thrive on combining strategy, creativity, and digital in unique ways.

With a proven ability to lead teams and manage campaigns that amplify brand voices across platforms, I have contributed to building several successful cases for brands such as Spaten, Bradesco, Riachuelo, Unilever, Coca-Cola, and others.

experience

Content Lead - Wunderman Thompson

jul 2022

Currently, I'm a **Content Lead working on the Coca-Cola account across LATAM and Global campaigns**. I have contributed to projects such as Rock In Rio festival activations, developing the Global Schweppes Mixed Social Guide, and leading content for Fanta Halloween Latam. In the Halloween project, "Fanta Monster Mansion," I managed all aspects of creative content, collaborating daily with teams across media, influencers, and clients to create a reality show that aired on YouTube.

Additionally, last year, within the Rock In Rio campaign for Coca-Cola, I won the TikTok Ad Awards for "Melhor Surfada de Trend" with content about Coca-Cola Light music.

Senior Art Director - Execution

dez 2021 - jun 2022

I worked as art director developing annual campaigns with an institutional and strategic focus. The main clients were **Bradesco Seguros, Movida and Anhembi**.

Senior Art Director - LVL

set 2020 - dez 2021

At LVL, I managed the social and digital areas for three main clients: **Carter's, Spaten (Ambev), and Midway (Riachuelo)**. I led a team of four creatives, where I was responsible for the clients' social strategies, crafting ideas and content for various social platforms, managing communities, and proposing new visuals for the digital campaigns.

Art Director - Havas

dez 2019 - set 2020

I worked as an art director developing content for clients such as **Swarovski, Banco Pan, Banco 24Horas, and Tena**.

Freelancer

mar 2018 - dez 2019

As a freelancer, I handled branding, presentation design, and content production projects for agencies and clients, including **Bloomberg, Premier Pet, 99 Pop, and Grupo Santa Marcelina**.

Co-Founder - Lupi Design

mai 2012 - mar 2018

As one of the partners I was responsible for the entire creation and management of the company. At Lupi I developed all the visual communication and management of social media.

During the entire period of the company, we launched more than 14 different collections inspired by Latin American culture. We developed a series of products and projects in partnership with brands such as Shopping Mueller, AquaRio and Oscar Niemeyer Museum. We participate in trade fairs and sales events in both wholesale and retail and were part of Apex's Design Export project in partnership with Centro Brasil Design.