

MARISA RECHENBERG

BRAND & CORPORATE COMMUNICATION MANAGEMENT

Born in 22 /03/1971
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STUDIES

- From 10/2003* **DESS (Diplôme d'études supérieures spécialisées)**
Master in Marketing & Semiotics
Université de Limoges, France
- 03/1999 – 12/2002* **Master in Communications & Semiotics**
Pontificia Universidade Católica de São Paulo, Brazil
- 03/1990 – 06/1996* **Graduate Studies in Architecture and Urban Planning
(major in graphic design)**
*Faculdade de Arquitetura e Urbanismo da Universidade de
São Paulo, Brazil*

PROFESSIONAL BACKGROUND

- 07/2002 – 09/2003** **Interactive Project Manager**
Instituto Ethos de Responsabilidade Social

Main activities:

- website's quality assurance and maintenance
- website information architecture
- guidance, support and direction of digital systems (taking developers in charge, scheduling tasks and priorities)
- design (information architecture, usability and visual interface) and development of new systems

- 07/2002 – 04/2003** **Communication and Marketing Manager**
Cadmus (Consulting and development in IT)

Main activities:

- analysis and repositioning of corporate discourse (verbal and visual)
- establishment of new market image
- planning, management and execution of marketing and communication department (external communications programs: public relations, thought leadership and client relations)
- creation of content for online and offline products (press releases, cases and website)
- communication and marketing strategies (short and long term)
- internal communications, including the management and dissemination of information

- 08/2000 - 05/2002** **Marketing Manager**
Compera (Consulting and development in mobile technologies)

Main activities:

- responsible for the implementation of marketing department (strategic & tactical plans to contribute to market penetration)
- responsible for client's websites and digital interfaces (management and dissemination of information, design and usability tests)
- responsible for rebranding (strategy, creation, production, implementation, launching)
- marketing strategy: client acquisition and retention programs and campaigns
- strategic creation and art direction of new mobile products and services (institutional and corporate)

12/1999 - 06/2000 Executive Producer – internet
Wunderman Catho Johnson

Main activities:

- responsible for client's briefing and execution validation (schedule, staff, costs)
- adaptation of offline campaigns to online medium (BCP, IBM, Dell, Xerox)
- allocation of teams, definition of schedules and approval of production costs and workflows
- responsible for update of information , management of interactive campaigns and quality control

03/1999 - 09/1999 Project Manager
NetMedia (digital agency)

Main activities:

- responsible for client's briefings (project definition and strategy)
- art direction of digital interfaces (websites and kiosks)
- production coordination of websites (design and content)

Freelance Consultant (since 2001)

Since 2001 I started my own consulting company in branding and visual identity to help small and medium-sized companies acquire more visibility and thus market share. Among my clients are (don't forget to take a tour at my portfolio: www.emeponto.com.br):

Rebranding

Instituto Sou da Paz (www.soudapaz.org)

Branding and visual identity

Aztronic

Instituto Sou da Paz

Fidelis

Macuco Produções Musicais

Marco Mariutti

Flyfishing Escola de Pesca

Seguradora Brasileira Rural

LANGUAGES

Portuguese mother tongue

English fluent (write/read/speak/listen)

French fluent (write/read/speak/listen)

Spanish intermediate level (write/read/speak/listen)