



LUCIA

@luciaalvesdecarvalho
she / her ♀
+55 21 976482332

Sao Paulo 01035-100
☎ 04-21-1987
luciaalvesdecarvalho@gmail.com

I am a **Brand Strategist** and work with **Consumer Insights, Strategic Foresight, Design Thinking** and **Branding** tools. Experience and knowledge in the **retail** ecosystem, standing out mainly in the **fashion, lifestyle** and **consumer goods** market.

EDUCATION

MBA IN MATERIAL CULTURE AND CONSUMPTION

Universidade de São Paulo
Sao Paulo, Brazil | 2024

POSTGRADUATE IN BRAZILIAN BEHAVIOR

Fundação Escola de Sociologia e Política
Sao Paulo, Brazil | 2025

MASTER IN BRANDING

Universidade da Beira Interior
Lisbon, Portugal | 2018

BACHELOR'S DEGREE IN DESIGN

Serviço Nacional de Aprendizagem Industrial
Rio de Janeiro, Brazil | 2006

BUSINESS, BRAND AND BEHAVIOUR

University of London
London, England | 2025

ESTUDIOS DE FUTUROS EN AMÉRICA LATINA

Asociación Latina de Futuros
Bogota, Colombia | 2024

STRATEGIC FORESIGHT

Copenhagen Institute for Futures Studies
Copenhagen, Denmark | 2017

TREND RESEARCH METHODOLOGY

BOX 1824
Sao Paulo, Brazil | 2016

ENGLISH ●●●●●
C1 Fluent Proficiency

SPANISH ●●●●○
B1 Intermediate Interaction

For two decades, I have been helping brands become more creative, strategic and innovative, using a methodology that translates behavioral changes into actionable recommendations, concepts and executions. I have worked on projects with **Red Bull, The North Face, Nissan, Calvin Klein, Zara, TV Globo** and institutions such as **SEBRAE, SENAI** and **PUC**. I lead and train large teams in dynamic work environments, delivering projects that provide a complete cycle: **from research to solution, from strategy to product**. My core values are social and environmental sustainability, which I incorporate into every project I do.

KEY EXPERIENCES

BRAND MANAGER | ARAMIS

Holistic end-to-end vision, leading Branding 360. Led cross-functional teams and conducted strategy and culture workshops. Responsible for strategic planning, insights, brand equity, narratives, and storytelling, connecting the style, marketing, and visual merchandising teams. Managed OKRs and KPIs, activation plans, and annual calendars. Managed agency relationships, budgets, and campaign performance, ensuring ROI, growth, and brand awareness. | 2023 - 2024

INSIGHTS COORDINATOR | LEADER MAGAZINE

I led the strategic team of one of the largest department stores in Brazil, providing guidance in the fashion, beauty, technology and home categories. Expertise in market analysis, consumer insights, trend forecasting and brand management. Creative direction of campaigns, storytelling, visual merchandising and product marketing. Facilitated workshops, lectures and team training. Developed strategies based on data and international dossiers, ensuring innovation and business growth. | 2014 - 2023

BRAND STRATEGIST | XTERRA

Responsible for XTERRA in Brazil, I created licensing and 360° communication strategies, influencer marketing, product marketing and event execution through X3M. I did collaborations with Nissan, **The North Face, Red Bull** and **Speedo**, in addition to institutional partnerships such as Sesi and the State Government. Highlights include the launch of the **Nissan Xterra car** and a program on **TV Globo** dedicated to the brand (Planeta Extremo), shown on Fantástico. | 2010 - 2014

DESIGN THINKING SPECIALIST | ISTITUTO EUROPEO DI DESIGN

IED is an Italian school that is a world leader in Design and also offers consulting in business strategy and creativity. I was responsible for Insights in Latin America, translating the culture of brands by transforming ideas into products, services and processes applicable to the market. Creating user-centered solutions. I worked as an outsourced company for brands such as **Calvin Klein, Zara, Osklen, Redley, Brookfield, Reserva**, among others. | 2009 - 2010

TREND ANALYST | SEBRAE

Researcher at the Consumer Behavior and Consumption Trends Bureau at ID - Design Institute, specializing in consumer insights, market trends and innovation. I developed macrothemes for trendbooks, conducted empirical research and translated Eurocentric insights from platforms such as **WGSN, NellyRodi** and **Carlin** to the Brazilian market. I led workshops for industry and retail, produced strategic reports and identified opportunities through data analysis, segmentation and consumer profiling. | 2007 - 2009

FURTHER INFO

Correspondent for the world's leading trend and innovation fairs, such as **NRF, SXSW, Première Vision, Who's Next, Neonyt, Cliffe, ModeFabriek**, among others. Founder of **Brasil Mood**, a Trend Observatory and Strategic agency where we celebrate local culture and input as a source of inspiration. I combine examples and knowledge from communities to build sustainable relationships between people and brands, impacting the creation of more effective business that connect with Brazilians. (brasilmood.com). And also founder of **Fashionologia** hub, focused on fashion business, where we bring insights, market analysis, cool hunting and reviews of fairs that we visit in the main capitals of the world. (fashionologia.com)

