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Top Skills

Graphic Design

Social Media

Project Management

Pedro Borelli

Cultural changemaker. Generalist, Creative, Strategist
London Area, United Kingdom

Summary

Experienced Senior Professional | Problem Solver | Creative Thinker

With over 20 years of expertise in navigating complex challenges, I excel in crafting innovative and results-oriented solutions. My approach is holistic, grounded in a deep understanding of diverse industries and a keen eye for creative problem-solving. As a seasoned generalist, I have honed the art of moving seamlessly across organizational structures, ensuring that quality and brand promises shine brightly at every customer touchpoint.

Key Skills:

Creative Problem Solving

Strategic Thinking

Process Optimization

Cross-functional Collaboration

Quality Assurance

Brand Management

Throughout my career, I've demonstrated a passion for delivering exceptional results. I thrive on challenges and believe in the power of collaboration to drive meaningful change.

Experience

Haydon School

Marketing and Development Manager

September 2021 - Present (2 years 10 months)

United Kingdom

In my current role as the Marketing and Development Manager for the school, my mission can be succinctly captured as "Building pride, bringing numbers."

I oversee a multifaceted portfolio, including Marketing, Communications, Lettings, Alumni relations, and Income Generation. Employing a hands-on approach, I navigate a complex web of responsibilities, ensuring that

our promises are not just met but consistently exceeded. From attracting prospective students to the school to implementing meticulously planned new processes, I thrive on managing diverse strategic initiatives. One of my proudest achievements has been successfully rebranding our school, a testament to my dedication to our institution's image. Additionally, I take pride in crafting a new admissions process that has ushered in positive and rapid transformations. My role demands a keen eye for detail, strategic acumen, and a commitment to upholding our school's reputation, making it a truly rewarding and impactful journey.

Harlyn Primary School

School Governor

May 2021 - May 2024 (3 years 1 month)

Greater London, England, United Kingdom

I was elected Parent Governor of my child's school, and it was a great journey of learning about teamwork in the UK, governance, and accountability. I'm grateful for this opportunity to give back to my community.

Be the Earth Foundation

Brand & Creative Consultant

June 2021 - June 2022 (1 year 1 month)

United Kingdom

I was responsible for reviewing and organising brand assets, the foundation's values,

concepts and target audiences, as well as defining positioning, purpose statement,

visual identity and line art for institutional use and social media. My most recent project

is Blossom Impact Accelerator: <https://www.betheearth.foundation/blossom>

Rede Sustentabilidade

Campaign Coordinator and Creative Lead

January 2021 - October 2021 (10 months)

I created a Logo and brand Guide - including fonts, colours, graphic elements, templates for lives, social media posts, and online and offline materials. I've also created the concept, taglines and most of the copy for the campaign. I started managing a team of 15 people, and in the last month of the campaign, we already had more than 100 volunteers and collaborators. We had five main areas:

Production - Press, Guests, Third-party Lives

Public Interactions - Social Media and E-mail mkt comments and Inbox

Acquisition - Performance Campaigns, FB Ads, Google, E-mail and Analytics

Mobilization - Influencers, Member Get Member and Crowdfunding

HOT - Memes, GIFs, Stickers, Jingle, Online Assemblies, results powered by fun

Aliança Bike

Creative Specialist

September 2017 - May 2020 (2 years 9 months)

Remote

Working as a creative, I was responsible for the graphic design and visual ID of our commercial presentations and field researches and studies. I've also created new brands and social media content.

matu.art

Creative Director

March 2018 - July 2019 (1 year 5 months)

São Paulo Area, Brazil

MATU was a Branding Agency with mostly big clients in the health industry. I was responsible for our creative team. During this time at MATU, I led projects of CRM flow, App development, naming, visual identity and concepts. We were the brand guardians.

Bancada Ativista

Campaign Co-Coordinator and Creative

November 2017 - October 2018 (1 year)

São Paulo, Brazil

Bancada Ativista is a political renewal movement in Brazil. I joined the cause after the 2016 elections, but during the 2018 elections campaign, I've put my skills to help elect the first-ever collective mandate for the state's parliament in Sao Paulo. I've created the campaign slogan, videos, public meeting materials, etc. I've also managed online groups on WhatsApp and Facebook where I could coordinate our volunteers, especially for the maternity/feminist front. Bancada Ativista got elected with 150.000 votes. \o/

Sabbatical / Extended Leave

Sabbatical / Activism

January 2017 - February 2018 (1 year 2 months)

Brasil

i got closer to subjects and causes of personal interest to me, such as urban mobility, city administration, public education and social engagement on micro-politics.

- I got elected president of my child's school's council
- I got elected president of CRECE, which is São Paulo's public schools councils superior organ
- I started administrating and moderating a facebook group, created to support families interested in public education, with more than 2.000 participants
- I was directly involved in the achievement of exemption of the fees for public schools bank accounts (which used to cost the city over 2 million a year, in taxpayer money)
- I have also planned and executed a 100% organic school vegetable garden, positively impacting over 250 children (between 4 and 6) and their families
- I screenwrote, produced and directed alongside five other activists "Mobilidade Linda": a short film that won 2 prizes and reached over a million viewers only in Facebook.

Agência Freela

Co-Founder and Chief Creative Officer

January 2004 - December 2016 (13 years)

São Paulo Area, Brazil

I founded the agency under influence of the european hotshops at the end of 2003. The main idea was to build a creative environment through all areas, reducing bureaucracy and accelerating results.

- I led the company for 13 years, having from 3 to 24 professionals working directly under my management
- I've done business with multinational companies and familiar small enterprises at the same time
- My clients were from: Financial Market, Retail, Education, Food and Beverage and my work went from Naming to TV Campaigns
- Some of my clients: GE, EF, Pernod Ricard, GRSA, Volkswagen Bank, Fleury, Sky

DeBrito Propaganda

Creative Copywriter

April 2002 - December 2002 (9 months)

São Paulo Area, Brazil

Creative work as copywriter for the main clients of the agency: Shopping Center Norte, Universidade Cruzeiro do Sul e Taiff

Branding Estratégia E Propaganda Ltda.
Creative Copywriter
January 2001 - February 2002 (1 year 2 months)
São Paulo Area, Brazil

Creative campaigns, for all kinds of media, mostly for tech industry B2B companies.

Education

ESPM Escola Superior de Propaganda e Marketing
Bachelor's degree, Communication · (1999 - 2002)

Colégio Marista Arquidiocesano
High School · (1995 - 1997)

Colégio Marista Nossa Senhora da Glória
· (1984 - 1994)