

MARIANNE MITSUI

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WORK EXPERIENCE

EXAME (Dec 2024 - Present)

Marketing Coordinator

- Leading social media strategy and management for EXAME, the largest business publisher in Brazil, and Faculdade EXAME in partnership with Saint Paul.
- Overseeing content creation, boosting reach by 77% and engagement by 50% in 1 month.
- Drove a 306% increase in TikTok video views, 877% growth in audience reach, and 1312% rise in engagement within one month.
- Coordinating cross-functional teams responsible for new student acquisition, generating 163% more leads than the January goal.

Itaú Unibanco (Sep 2020 - Jun 2024)

Marketing Coordinator

- Led content strategy, creation, and production for Itaú Personnalité and Itaú Empresas social media.
- Implemented a new social media strategy, increasing content adherence by 10 p.p. to 91% YoY.
- Managed campaigns, event coverage, always-on content, and cross-functional teams.
- Led Miami Open 2024 coverage for Itaú Personnalité, generating 100+ posts, 7M organic reach, and 179M impressions, featuring Bia Haddad, Carlos Alcaraz, and Ronaldo.

Marketing Specialist

- Managed Instagram, TikTok, and Twitter (X) for Itaú Unibanco, focusing on influencer marketing, content production, and campaigns.
- Led special projects in the creator economy, including The Creator's Academy, training **800 creators** with a tailored course featuring industry leaders like Fátima Pissara (Mynd), Ana Paula Passareli (BRUNCH), and Bia Granja (YOUPIX) and generating **2,000+ organic posts** with #FeitoComCriadores, reinforcing the impact of Itaú's training initiatives.

BTG Pactual (Sep 2018 - Sep 2020)

Senior Marketing Analyst

- PMO in the social media squad, responsible for managing the entire Instagram, YouTube, LinkedIn, and Twitter (X) operations of the institutional brand, achieving a 223% growth in Instagram followers and a 452% increase in LinkedIn followers within one year.
- Organized timelines, copywriting, video scripts, YouTube SEO, community management, and recording monitoring.

Marketing Analyst

- Community Management, focusing on interactions with users and customers on social media, consolidating the customer service front on social networks with the commercial area, increasing engagement by 10%.
- Ideated and executed the first International Women's Day campaign for BTG Pactual clients, featuring YouTube interviews that surpassed 400,000 views.

A4&Holofote (Apr 2016 - Sep 2018)

Social Media Junior Analyst

- Designed social media strategies for healthcare clients, focusing on copywriting, content creation, and community management.
- Responsible for the PR strategies of the agency's health department, from producing press releases to crisis management.

EDUCATION

Bachelor's Degree in Social Communication and Journalism

Faculdade Cásper Líbero (2012 - 2015)

Postgraduate Degree in Audiovisual Content Production (Ongoing)

Fundação Armando Álvares Penteado (2024 - 2025)

SKILLS/LANGUAGES

- Language: Portuguese - Native; English - Proficient;
 - Skills: Social Media Strategy & Management; Team Leadership & People Management ; Emplify; Canva; CapCut; Veed.
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