



YASMIN FIORENTINO

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Vila Mariana | São Paulo

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My portfolio



ABOUT ME

Art Director with over 6 years of experience in advertising agencies, specializing in the development of Key Visuals and 360° campaigns, with digital and offline adaptations. Experience across social media, OOH, print, POS materials, institutional presentations, internal communications, and strong background in branding. Selected clients include the Confederação Brasileira de Futebol (CBF), Chilli Beans, Mezzo Dermocosméticos, Ellie Downie MBE, Hari's Salon (London), and Museu Banksy (Lisbon).

LINKS

<https://www.behance.net/yasminfiorent2>

<https://www.linkedin.com/in/yasminfiorentino>

LANGUAGES

PORTUGUESE NATIVE

ENGLISH FLUENT

SPANISH INTERMEDIATE

FRENCH BASIC

SKILLS

METRICS AND KPI ANALYSIS • BRANDING MANAGEMENT • COPYWRITING • COMMUNITY MANAGEMENT • GRAPHIC DESIGN (FOR ON AND OFFLINE) • ART DIRECTION • VISUAL IDENTITY • CONTENT MARKETING • SOCIAL MEDIA • PRINT FILE PREPARATION

SOFTWARES



TRELLO • ASANA • CLICKUP • NOTION • MONDAY

AI TOOLS

ChatGPT • DALLE 3 • Google Veo • Midjourney • Adobe Firefly • Envato Elements (Generative AI) • Freepik AI Image Generator • veedio • ElevenLabs

WORKSHOP

Graphic Design Workshop - EBAC - FEATURED POSTER

PROFESSIONAL EXPERIENCES

ART DIRECTOR

LOOK&FEEL Europe Advertising Agency

Brand identity creation, branding development, design and production of graphic materials (digital and print), social media post and content design, video editing and motion design, IDV and MIV design, participation in campaign brainstorming sessions, and presentation of brand identity projects to clients

DESIGNER

BZ COMUNICAÇÃO Advertising Agency

Graphic material production (digital and physical), social media planning and creating content, visual identity creation, campaign development, branding management, community management and social media.

FREELANCER

Graphic material production (digital and physical), social media planning and creating content, visual identity creation, campaign development, branding management, community management, social media and advertising client service.

MARKETING AND COMMUNICATION JR. ANALYST

CASASREPOUSO.COM

Digital Search Tool for Long-Term Care Facilities

Development and management of communication standardization, internal marketing (endomarketing), internal communication, graphic material production, and institutional presentation development.

MARKETING AND COMMUNICATION JR. ANALYST

INSTITUTO TONIOLO Health Clinic

Development and management of communication standardization, internal marketing (endomarketing), internal communication and graphic material production.

GRAPHIC DESIGN

ENTRELINHAS E ENTRENÓS Short Film

Development of promotional materials and technical sheets for the short films "Entrenós" and "Entrelinhas," part of the Theater course's final project at Oficina de Atores Nilson Travesso

EDUCATION

ARCHTECTURE

THEATER

ADVERTISING

MACKENZIE

OFICINA DE ATORES
NILTON TRAVESSO

ANHEMBI
MORUMBI

2017

2018

2021 - 2024