



YASMIN FIORENTINO

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Vila Mariana | São Paulo

(16) 99792.2577

My portfolio



ABOUT ME

I am passionate about creating deep connections through narratives that challenge conventions, inspire, and make a positive impact. With over four years of experience working in an advertising agency, I develop key visuals, social media content, and campaigns. I participate in creative brainstorming sessions, contribute to strategic planning, and assist in content production. Additionally, I have extensive experience in branding, art direction, and producing corporate presentations and internal marketing materials.

LINKS

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

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

LANGUAGES

PORTUGUESE NATIVE

ENGLISH FLUENT

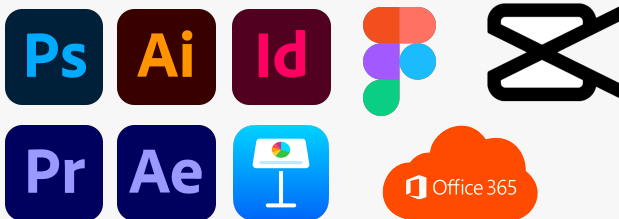
SPANISH INTERMEDIATE

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 • DALLÉ 3 • Google Veo • Midjourney • Adobe Firefly
Envato Elements (Generative AI) • Freepik AI Image Generator •
veed.io • 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