

Verônica Pimentel

Brand & Marketing

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work profile

Multidisciplinary Marketing & Brand professional based in São Paulo, with experience in branding and marketing management across fashion, hospitality, and luxury. With a Master's degree in Applied Imagination in the Creative Industries from UAL, Central Saint Martins, I have built my career between Brazil and London, working across brand building and the development of meaningful experiences, both online and offline.

Currently, I am Marketing Director at Lilly Sarti, leading the brand's marketing and communications strategy, including branding, campaigns, launches, digital, content, public relations, partnerships, and special projects, as well as managing teams, suppliers, and partners.

In 2023, I worked on the implementation of the Sell With Us channel at rlvd.com, a London-based circular luxury fashion marketplace, focusing on channel management, VIP clients, curation, and user experience.

Previously, I was Brand & Marketing Manager at JANEIRO Hotel for 4.5 years, from its opening in 2018, leading branding, communications, digital strategy, public relations, partnerships, and cultural and sustainability projects.

During the six years I lived in London, I founded two fashion businesses: Vero & Cait, a luxury concierge service for VIP clients, and SUM.15, a platform dedicated to Brazilian design. My career also includes freelance projects in branding, art direction, design, and digital marketing, connecting strategy, creativity, communications, and brand experience.

skills and attributes

- Marketing and Brand Management
- Branding & Communication
- Public Relations
- Brands Partnership
- Digital MKT
- Creative Direction
- Web & Graphic Design technical knowledge
- Positive thinking
- Team player
- Fast learner and proactive
- Trustworthy
- Resourceful
- Good communication skills
- Accurate sense of aesthetic

goals

- To work with luxury brands that are willing to build relevant online and offline brand experiences, with the mission of creating meaningful positive impact.
- To learn new skills and knowledge related to brand experience, experiential marketing, e-commerce, technology, innovation, sustainability, data-driven approach, and business development.
- To be part of ecosystems that are people-centric and that value experiences, diversity, and constant learning through innovation and that empower people to drive positive change across the world.

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work
experience

Marketing Director

LILLY SARTI
Jun 2024 - PRESENT

Product Implementation Manager

rlvd
Jan 2023 - Aug 2013

Head of Brand & Mkt

JANEIRO HOTEL
Aug 2018 - Dec 2022

Founder & Creative Director

Vero & Cait
Apr 2016 - Apr 2019

SUM.15
Apr 2015 - Apr 2016

Freelance

Web & Graphic Designer / Digital MKT
2018 - 2024

Costume Designer / Stylist
2008 - 2012

education

2014

Masters of Arts - graduated with Honours from University of the Arts London Central Saint Martins, MA
Applied Imagination in the Creative Industries

2012

Short courses at University of the Arts London Central Saint Martins (Art Direction for Fashion,
Entrepreneurship for Creatives, Visual Merchandising, Digital Prints for Textile, Drawing)

2008

Graphic Design Bachelors program at Puc-Rio

Portuguese	native	● ● ● ● ●
English	business fluent	● ● ● ● ●
Spanish	intermediate	● ● ● ● ●
French	basic	● ● ● ● ●

Photoshop	strong	● ● ● ● ●
InDesign	strong	● ● ● ● ●
Claude	intermediate	● ● ● ● ●
Illustrator	intermediate	● ● ● ● ●
Microsof Office	intermediate	● ● ● ● ●