CASSIEL ARANHA SILVA

São Paulo, SP – Brasil | Nationwide Mobility (Hybrid or Remote) | Available to Travel.
+55 11 99500 5967 | E-mail: caskrk@aranha.art.br
LinkedIn: linkedin.com/in/cassiel-aranha-marketing/

MARKETING PROJECTS | CAMPAIGN MANAGEMENT | INFLUENCER MARKETING | BRAND PARTNERSHIPS | CREATOR ECONOMY | COMMUNITY GROWTH

" Marketing Project Management | Integrated Marketing | Brand Marketing | Creator Marketing | Creator Partnerships | Community Management | Marketing Strategy | Go-to-Market | Marketing Operations | Project Management | Stakeholder Management | Cross-functional Teams | Client Relationship | Business Development | Digital Marketing | Campaign Planning | Branded Content | Content Marketing | Social Media | Performance Analysis | Marketing Analytics | Strategic Partnerships | Event Marketing | Account Management | Marketing Communications"

PROFESSIONAL SUMMARY

Marketing professional with experience in project management, strategic planning, influencer marketing, branded content, digital campaigns, creator economy, community building, and business development across multinational companies, startups, and agencies specializing in technology, gaming, entertainment, and digital marketing.

Experienced in managing end-to-end campaigns, building relationships with national and international clients, coordinating creators and influencers, planning marketing initiatives, managing stakeholders, and delivering projects for major brands.

Thrives in fast-paced environments, leading campaigns, events, brand activations, community programs, and growth initiatives with a strong focus on operational excellence, KPIs, and continuous improvement.

International experience collaborating with global teams and conducting corporate communication in English.

DIFERENCIAL COMPETITIVO

A hybrid professional combining Marketing, Project Management, and Business Development, capable of turning strategic objectives into well-structured and executable campaigns. Strong understanding of branding, creator economy, community building, events, digital marketing, and stakeholder management, balancing creativity, organization, and results-driven execution.

Fluent English | EF SET English Certificate | C1 Advanced

PROFESSIONAL EXPERIENCE

GRUPO BMS | CLAN | Marketing Projects & Campaign Analyst | Apr/2025 – Mar/2026.

- Marketing project management
- Digital campaign coordination
- Influencer marketing
- Creator relationship management
- Brief development
- Stakeholder management
- Client relationship management
- Campaign planning
- Timeline coordination
- Cross-functional collaboration between clients and internal teams
- Executive presentations
- Project delivery management

Highlights:

- Managed campaigns simultaneously for four strategic clients.

- Delivered 100% of projects on schedule.
- Managed influencer-related crises during financial delays.
- Worked with both national and international clients.

  Projects: Tencent | Path of Exile 2 Brazil | Copa NFA | Liga NFA | All Star League | Pichau | Oddik + Coldzera | Clan Studios

---

LOGIN HOUSE EXP | Marketing Projects, Community & Partnerships | Apr/2024 – Apr/2025.

- Marketing campaign development
- Strategic planning
- Project management
- Product development
- CRM management
- B2B marketing
- Financial planning
- Event planning and execution
- Commercial presentations
- Proposal development in English
- Community management

Highlights:

- Created the company's first proprietary product ("Corujão"), generating a new revenue stream.
- Developed the official promotional campaign for the Minecraft movie.
- Implemented commercial automation processes.
- Established strategic partnerships with Woohoo, Creative Squad, One Shot Media, and Produilders.

GAMESE | Business Development & Community Analyst | Jan/2024 – Apr/2024.

- Marketing
- Community management
- Campaign development
- Social listening
- Market research
- Project management
- Events
- Institutional partnerships

Highlight:

- Increased community engagement by approximately 10%.

ACADARENA | Community Growth & Marketing | Jun/2022 – Dec/2023.

- Marketing
- Community management
- Campaign development

- Social listening
- Market research
- Project management
- Events
- Institutional partnerships

Highlights:

- Expanded operations to more than 150 Brazilian universities.
- Engaged over 10,000 students nationwide.
- Led the "Seja Wild" project in partnership with Riot Games.
- Developed the "Guide of Stars" educational program.
- Created the "Guide of Inters" project.
- Developed the Competitive University Hub.
- International business mission in the Philippines.

CRITEO | New Business Intern | Nov/2021 – Jun/2022.

- Lead qualification
- Salesforce CRM
- Business development
- B2B sales support
- Brief development
- Market research and data analysis

EDUCATION | COURSES | CERTIFICATIONS

- Performance Marketing Manager | EBAC | 2025. (On Going)
- Bachelor's Degree in Advertising | ESPM | 2023.

KEY ACHIEVEMENTS

- Expanded AcadArena to more than 150 Brazilian universities, reaching over 10,000 students.
- Coordinated Riot Games' first official university activation in Brazil.
- Managed up to four strategic accounts and three complex projects simultaneously.
- Delivered campaigns for Tencent, Pichau, Liga NFA, Copa NFA, All Star League, and NFA Worlds.
- Developed Login House's first proprietary product, creating a new revenue stream.
- Executed the Minecraft-themed campaign that reached full venue capacity.
- Increased community engagement by approximately 10% during my time at GameSe.
- Awards: Winner – Wunderman Thompson Media Challenge (2022) | Finalist – P&G Marketing Challenge | ESPM Jr. (2019).
- Leadership: President of Overbite ESPM (2022–2023) | Marketing Director at Arenas ESPM (2020–2021).

TECHNICAL SKILLS | TOOLS

Salesforce | Pipedrive | Trello | Bitrix | Slack | Canva | Google Slides | Figma | Premiere | CapCut | DaVinci Resolve | ChatGPT | Gemini | Manus AI.