

**ENIO PINTO MIRANDA**

Single

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**OBJECTIVE: MARKETING / BUSINESS**

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**EDUCATION:**

- Master of Arts in Media, Communication and Cultural Studies, France / Italy (validated in Brazil by UnB) - 2009.
- Special Student at Master's program in Department of Public Relations, Advertising and Tourism at School of Communication and Arts, University of Sao Paulo (ECA-USP), focusing on the area of Cultural Marketing, 2005.
- Post graduate course in Aesthetics Philosophy at Universitat Politècnica de Catalunya - 1993.
- Graduated in Architecture and Urbanism at Universidade Mackenzie, SP - 1990.
- Languages English, Spanish, Italian and French with proficiency.

**EXTENSION COURSES:**

- Strategic Marketing, INSPER - 2014.
- Strategic Negotiation and Conflict Resolution (on Harvard Negotiation Project method), INSPER - 2014.
- Strategic Planning, ESPM-SP - 2014.
- Planning and Marketing Management, ESPM-SP - 2014.

**QUALIFICATIONS:**

- Management of Marketing and Communications business. Strong international experience. Business development, projects, accounts and departments management. Strategic planning with corporate foresight, diagnostics and prognostics (polls, metrics, matrix and charts analysis), market positioning, strategic and tactical approaches (programs, projects, actions, promotion and sale channels). Creative planning (insight generation, strategic value creation, demand reading).
- Brand management, equity, brand leading and penetration, market positioning, activation, storytelling, UX, visual and verbal design. Web and mobile technologies, digital strategies, production and management of websites, portals and digital channels. Production and organization of promotional activities - BTL, events, campaigns and media, press and TV. Editorial and content management, magazines and papers, journalism and high-quality text. Analysis and solutions for communication processes for internal and external targets.
- Public relations, public policies, private and governmental relations; public speech and presentations. Negotiation rounds, market expansion, new business development and start-ups. Leadership and team management.

**PROFESSIONAL ACTIVITIES:****CNTur - NATIONAL TOURISM UNION - Since 2013**

Employers national union, promoting and representing interests for the industries of hotels and similars, restaurants, bars and similars, travel agencies and tour operators, catering, and sports/leisure clubs.

**Executive Marketing Manager**

- Internal management and structural planning, strategic definitions for the new entity positioning;
- Technic department implementation;
- Public and private relations: government, legislative chambers, institutions and companies;
- Representative person at government and trade committees and councils;
- Elaboration and management of programs and public policies negotiations;
- Promotional activities, events and new communication area implement;
- Direct leading a 12 people team, as well as overseeing 76 employees.

**IED-SP - ISTITUTO EUROPEO DI DESIGN - 2008 a 2013**

Italian school, units in Italy, Spain and Brazil, with graduation and post graduation courses in design and communication fields.

**Coordinator and Professor**

- Post graduation course Master in Branding and Promotional Design. Professor in subjects "Brand Building" and "Promotional Design" – activity at nights.

**AEMFPar HOLDING - 2010 a 2011**

Brazilian group owned by Antonio Ermírio de Moraes Filho, holding companies RaceTV (content producer and broadcaster) and Lobini (sportive car manufacturer).

**Planning and Production Director**

- Creation of Hobby Channels, a new company on multiplatform content broadcasting;
- Creation of a news and onformation digital broadcaster with segmentation on gourmet web, called Degustar;
- Restructuring of all existing brands and development of new Hobby Channels and Degustar;
- Planning, creation and development of new web portals Degustar.com and RaceTV.com, both with multiple channels for news, multimedia and guides;
- On air redesign and repositioning of RaceTV channel;
- Negotiation with players and stakeholders;
- Directly leading a 16 people team, as well as overseeing 65 employees.

**SPACE PROD & TYCHE COMM.MKT - 2003 a 2010 / 2011 a 2013**

Communication agency on BTL, formed after joining of Space Productions and Tyche Projects and Productions, performing productions in digital, promotional, events and editorial.

**Marketing and New Business Manager**

- Business development, strategic and creative planning for clients and production, to clients;
- BTL, Digital technology and media, editorial projects, content management, events and promotional actions, and branding, to clients;
- Strategy, BI, IA, and crossmedia for digital developments, to clients.

**EDITUR S.A. – EDICIONES TURÍSTICAS DE ESPAÑA – 2000 a 2003**

Brazilian subsidiary of the Spanish leading publishing house in professional tourism, headquartered in Barcelona. Also in charge of Latin American content for magazines Editur España and Editur Latinoamerica.

**Editorial and New Business Director for South America**

- Negotiations for new editorial products for SP, RJ, Brazilian Northeast, Buenos Aires, Santiago and Lima;
- Negotiations for promotions, advertising and pullouts;
- Editorial project and creation for new publication Editur Latinoamerica;
- PR with Tourism trade in Brazil and South America;
- Content production about Brazil for their Spanish magazines.

**ABRESI – BRAZILIAN ASSOC. OF GASTRONOMY, HOSPITALITY AND TOURISM - 1997 a 2000**

Non-profit association of companies and entities on Tourism industry.

**Marketing Projects Manager**

- Production for diferent events, congress and trade fairs;
- Projects management for training and professional qualifications;
- Implement of entity first internet steps;
- Follow-up and presentations on meetings and business reunions.

**IMPROVEMENT ACTIVITIES:**

- Casa do Saber ("House of Knowledge School"), Sao Paulo – Creative Writing Lab on Essays – with Noemi Jaffe, 2014.
- Jury for the regional and national stage of AMPRO's MAAW Globe Awards, Marketing Agencies Association Worldwide, 2013-14.
- Title of Sommelier in Italy - AIS - Associazione Italiana Sommelier, 2011 (cultural leisure).
- Registered as Journalist at Ministry of Labor (Mtb 36.880) for published articles in printed media, 2003.
- Council Board member of Brazilian Academy of Gastronomy, nonprofit cultural association dedicated to the promotion and preservation of Brazilian gastronomic cultural heritage, 2001-current (volunteer).
- Extension course in Cultural Diffusion area in "Planning and Projects Hotels" by FUPAM, FAU-USP, 1998.
- Intensive course in "Cultural Marketing" for managers and professionals, by Articultura, with Yacoff Sarkovas, 1997.