



## Jeferson L. Cocate

Passionate Account Director.  
Challenger. Matchmaker. Doer.  
Italian-Brazilian citizenship with a German touch.

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## Recognitions



## Clients selection



## Working style



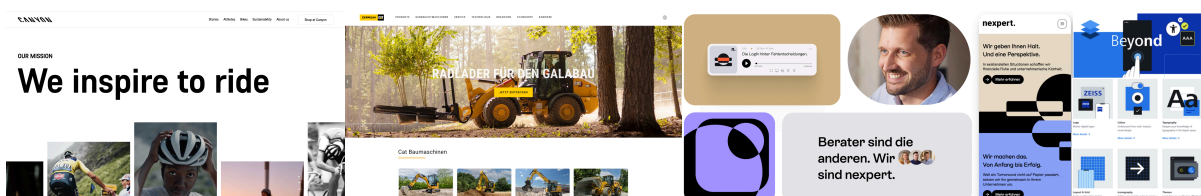
November 2022 – February 2024

### KMS TEAM

Account Director

Canyon, Zeppelin Baumaschinen, ZEISS, nexpert.

- Digital brand experience
- Strategy and Design
- Project Mgmt



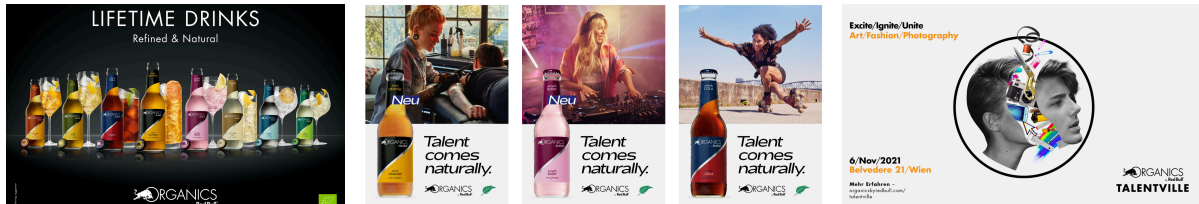
**June 2021 – July 2022**

**Virtue Worldwide (Vice Media Group)**

Key Account Manager

The ORGANICS by Red Bull

- Strategy & brand consultancy
- Master assets for international roll-outs
- Execution of local campaigns for the DACH markets



**February 2016 – April 2021**

**Serviceplan Group**

Senior Account Manager, Digital and Integrated 360° Campaigning

Hilti, Harman / Bang & Olufsen, Ludwig-Maximilians-Universität München, Messe München,

Capri-Sun, BSH, AB InBev / Beck's, Ledvance, Playboy and Ravensburger

- Overall project management and strategic consultancy
- Account management in cooperation with other Serviceplan business units
- Preparation and moderation of customer meetings and workshops
- Development of campaign's strategic and creative concepts
- Implementation management with external production partners
- Resource, quality and budget planning & controlling
- New business and award ideas development



**March 2014 – March 2015**

**MAN Truck & Bus (VW Group)**

Manager, Corporate Communications (temporary maternity leave contract)

- "100 Years" campaign: project management, concept and execution
- C-level global management communication
- Production plants and countries communication
- Management of external suppliers



**September 2012 – December 2013**

**Ketchum Pleon (Omnicom Group)**

Junior Consultant, Corporate Communications (temporary contract)

- MarComm strategy and materials production for a BMW international sales program roll-out
- Client consulting and project management for rollout in the European dealerships
- Cooperation with external suppliers



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**Formal education (including languages)**

2011 – 2012

Fundacao Getúlio Vargas  
Marketing MBA

1998 – 2002

Fundacao Armando Álvares Penteado  
Business Administration Bachelor

 Portuguese: native |  English: proficient |  German: fluent |  Spanish: advanced