



Jeferson Lopes Cocate

Passionate about MarCom and Branding.
Challenger | Planner | Doer
Italian-Brazilian citizenship with a German touch.

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Foundations

Collaborative network: merge different players to get the best out of each of the various core qualities.
Tapping into culture: be it a trend or a human insight, become relevant to the target-group(s).
Action (even if still in beta-phase): be a first mover or own a territory while learning and improving.

Strengths

Creative strategy, integrated omnichannel campaign and relationship management.

Recommendations

<https://www.linkedin.com/in/jefersoncocate/details/recommendations>

Experiences

Germany only. For a glance at what I did in Brazil, please check my [portfolio](#) and [LinkedIn profile](#).

November 2022 – February 2024

KMS TEAM

Digital Account Director

Account Management

- Clients' main point of contact
- New business development
- Structure of cross-functional teams
- Outputs quality gate

Project management

- Processes optimization
- Controlling
- PM tools maintenance
- Suppliers' management

Team management*

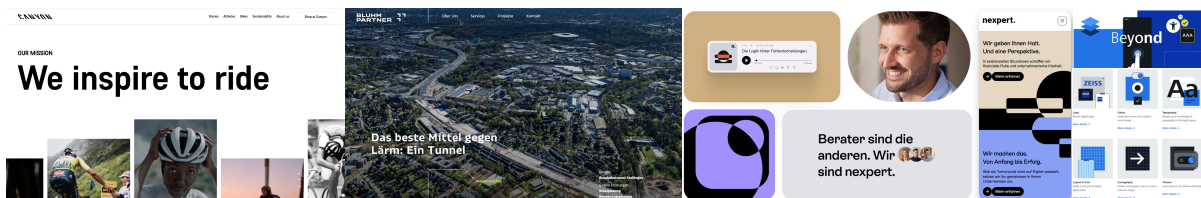
- Traffic management
- Mentoring
- Know-how expansion
- Direct report mid-level PM

* in close cooperation with digital design directors

Clients/projects selection:

CANYON, Bluhm Partner and nexpert.

- Workshops: briefings development, blueprint compass, scope & goal definition, process coordination.
- Close exchange with the client in sprint phases according to predefined progress steps
- UX: concept, navigation, functionalities, modules, elements, components, behaviors, templates
- UI: extension of the general brand elements into digital design, responsiveness, prototypes



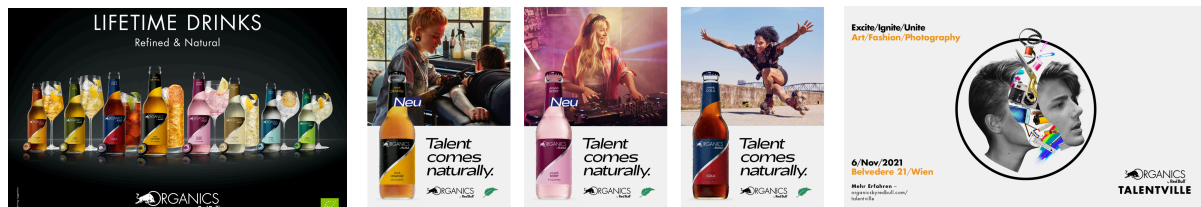
June 2021 – July 2022

Virtue Worldwide (Vice Media Group)

Key Account Manager (100% remote working for Berlin and Vienna)

The ORGANICS by Red Bull

- Creative consultancy for the development of integrated global brand campaign and product launches
 - Strategic campaign framework focused on content storytelling and media touchpoints
- Production coordination for DACH markets in close cooperation with the creative-studio, especially the graphic-design team, for the execution of 600+ assets per year
 - TV and Radio Spots, Bumper Ads, (D)OOH, Online Banners, Social Media Content, Print Ads, POS materials, Style Guide, Brand Book
- Project management based on Salesforce, Netsuite, Slack, Basecamp and GDocs
 - Budget planning/control of retainers and project-based jobs, development of scope of work
 - Job reporting, project status maintenance and quality gate as brand convergence point



February 2016 – April 2021

Serviceplan Group

Senior Account Manager, Digital and Integrated 360° Campaigning

Clients/projects selection:

Key Account management Capri-Sun

- Account steering and strategic consultancy
 - global campaigns for product launches, including the Yearly Global Sales Promotion Campaign
 - employer branding video supervision
 - social media tone-of-voice and content plan
- Conceptual development of the campaigns in close cooperation with the creative studio: strategic research, briefing, insights, springboards, ideation
- Co-management of DACH and French markets
- Close cooperation with Mediaplus for media plan and assets implementation

Key account management BSH

- Account steering and strategic consultancy: planning, conception and implementation of international online campaigns and digital products for brand and business lines repositioning
- CRM: life-cycle analysis and content production in partnership with Strategy
- Conceptualization of and content production for global website master and various local landing-pages for product launches in cooperation with Plan.Net
- Several design sprints + A/B tests on social media
- Multiple Guidelines for tool-kits for roll-outs in international markets

Project management:

- Production processes including coordination of external partners for shooting and assets execution
- Preparation and co-moderation of client meetings and workshops
- Leadership of 2 trainees and 4 junior account managers
- Supervision of job reporting and project status maintenance
- Budget planning/control, scope of work and cost calculation of retainers and project based jobs
- Maintenance of brand assets portals
- Output quality gate

Win of the ZDF account:

- Overall project management in cooperation with client director
- Content and conceptual exchange with creative studio
- Pitch presentation's implementation aligned with managing partners

Award projects: PM for “The wedding of Siri & Alexa” and “Beck’s Heroes of the Night” in cooperation with other agencies of the Serviceplan Group (recognized at the New York Festivals, The One Show, The Webby Awards, ADC, LIA, Epica Awards, eurobest, reddot, Golden Drum and Lürzer’s Archive)

Punctual projects for: Ledvance, Playboy, LMU, Ravensburger, Adobe, Beck’s, Messe München, Hilti.



March 2014 – March 2015

MAN Truck & Bus (VW Group)

Manager, Corporate Communications (fixed-term maternity leave contract)

- Global corporate campaign "100 Years MAN Truck and Bus"
 - o Conceptual development of a multimedia B2B / B2C campaign with online focus
 - o Market and trend analysis, branding alignment and content storytelling backbone
- Global C-Level communication:
 - o Concept sparring partner of the Head of Internal Comms. for quarterly top-management events
 - o Operational support by hosting international teams
 - o Implementation of comms. cascade throughout the organization (focus on production plants)



September 2012 – December 2013

Ketchum Pleon (Omnicom Group)

Junior Consultant, Corporate Communications (fixed-term contract)

- Marketing and communications consultancy for a strategic sales program of the BMW Group
- Development of communication materials for dealerships in close exchange with the HQ in Munich, Capgemini and EY > focus on eBooks and BMW’s internal portals
- Project management external production suppliers for rollout in all European markets



Formal education

2011 - 2012
 Fundação Getúlio Vargas
 Marketing MBA (60% concluded)

1998 - 2002
 Fundação Armando Álvares Penteado
 Business Administration Bachelor

Languages

🇧🇷 native | 🇺🇸 proficient | 🇩🇪 proficient | 🇪🇸 advanced | 🇮🇹 basic