GABRIELLA HELLBRUGGE

GROUP ACCOUNT DIRECTOR

gabifabbro@hotmail.com

305-965-6813

gabriella-hellbrugge

Miami - FL

SKILLS

- Relationship-Building
- Team Leadership
- Strategy & Execution
- Project Management
- Revenue & Growth
- Client Satisfaction & Loyalty
- New Business
- Fluent in Portuguese and English

EDUCATION

ESPM BUSINESS SCHOOL
Marketing Communications
2004 - 2005

UNIVERSIDADE METODISTA
DE SÃO PAULO
Radio & Television
2000 - 2003

WORK EXPERIENCE

DAVID THE AGENCY
GROUP ACCOUNT DIRECTOR | 2017 - PRESENT

Manage internal and remote cross-functional agency teams in the US, Madrid, or LATAM for Global clients, US, Brazil, Mexico, and China.

Clients: Budweiser US and Global, Estrella Jalisco, Modelo Mexico, Corona Global, Campari Espolon, Danone Two Good™ US, Danone Actimel Global

GREY BRASIL
ACCOUNT DIRECTOR | 2013 - 2015

Led local and regional (LATAM) advertising campaigns for international brands while facilitating collaboration amongst global teams.

Clients: Gillette, Pantene, Downy

DENTSU BRASIL
ACCOUNT MANAGER | 2011 - 2013

Managed the planning, integration, execution and evaluation of 360 marketing campaigns for Sony Corporation (Global).

Clients: Sony / FIFA

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| AWARDS

CANNES LIONS
2 Gold in PR
1 Silver in Outdoor

ONE SHOW
1 Bronze in Influencer Marketing

CLIOS
1 Bronze in Audio
1 Bronze in Sports Film

El OJO
1 Gold in PR

ANAMULTI
1 Grand Prix in ANA Hispanic

2020 EFFIE AWARDS
Judge for 2020 US Competition

AGÊNCIA PÁTRIA
ACCOUNT SUPERVISOR | 2007 - 2011

Coordinated brand building strategy, led communication restructuring, and supervised major launches in Brazil and throughout Latin America.

Clients: HTC (Smartphones), Bosch Appliances

LEW'LARA \ TBWA
ACCOUNT SUPERVISOR | 2005 - 2007

Implemented global campaigns and coordinated national promotions, from negotiating with artists and project development, to winning a Cannes Bronze Lion—and everything in between. The Nokia Trends music platform that I helped launch in Brazil was so successful that we ultimately expanded it to include all of Latin America.

Clients: Nokia Brazil, Nokia Latin America, Philco, Sodexho Pass

BORGHIERH / LOWE
ACCOUNT EXECUTIVE | 2004 - 2005

Helped launch the first OX campaign: overseeing brand development, packaging, and campaign executions. Managed market research for Shopping Iguatemi.

Clients: OX Cosmetics, Shopping Iguatemi

LEO BURNETT TAILOR MADE
SERVICE ASSISTANT | 2001 - 2004

Assisted with the launch of Visa Vale and campaigns for Kellogg's infant universe. Worked on events, direct marketing, point-of-sale marketing, and developed a funnel-building database.

Clients: Visa Brazil, VisaNet, Visa Vale, Kellogg's, Philip Morris (Marlboro and L & M), Wendler Armoring, Fiat