

Humberto Cardoso Filho

Jaraguá Street, 210, Apt 1002
Blumenau, Santa Catarina,
Brazil

55 (47) 99915 5080

humbcf@outlook.com
<https://humbcf.com.br/>

Profile

I'm a Digital Presence Strategist, Event Producer and Curator, graduated in both Advertising and Event Planning, with a Post-Grad Specialization in Digital Influence (PUC-RS, BR). I run both a Digital Presence and and Event Planning company, while also taking on different scope projects when I feel like they are motivating and challenging enough. I'm passionate about making things happen. Partner on a business focused on Digital Presence for brands, Partner at an Event Planning Company.

Licensed Organizer and Curator of TEDxBlumenau, having organized 25 events in the last 10 years, with over 150 speakers.

Experience

Quadra - Strategy Digital Presence; Blumenau, SC – 2014-Present

My Digital Presence Boutique, Quadra, has been running for the last 9 years with a big focus on Performance, Inbound Marketing and ads, while also taking on Social Media and Podcasts projects. We are focused on thinking, operating and managing everything that involves a brand in the digital environment. With more than 40 clients both national and international.

Co.mov - Curadoria de Conteúdo; Blumenau, SC e São Paulo, SP – 2017-2022

Founder of Co.mov, a business focused on content. From Curation for events, to speaker coaching and experience design for events.

Branding Strategist, Blumenau, SC – 2012-2022

Although I began my career as a Branding specialist before diving head first on Digital, I worked Branding projects until 2022. All of them focused in creating or reimagining a brand, from a strategic point of view, all the way to the visual conception, partnered with Designers.

Promo and Brand Experience Director, BOX Promo; Blumenau, SC – 2014-2016

Alongside 2 partners, I coordinated the Promo & Activation area of BOX Produtora. We did brand activation and event experiences for events in the start such as HEMOSC-SC, SKOL and others.

Marketing Director, Team Nogueira; Blumenau-SC – 2013-2014

Managing of the whole Marketing operation of Team Nogueira Blumenau, the local franchise of martial arts gyms "Team Nogueira", from the former-UFC Nogueira Brothers "Minotauro" and "Minotouro". Work started 8 months before the gym opened to public, and stayed there for a couple months after it opened its doors.

Planner and Account Manager, HOUSE / República - Criatividade Aplicada; Blumenau, SC – 2011-2012

The advertising school I graduated from has a house. I commanded it's rebrand from "HOUSE" to "República - Criatividade Aplicada". Rebranding included a visual and architectonic overhaul. By the time we released the rebrand, we got the agency's first ever international client.

Education

PUC Rio Grande do Sul; Porto Alegre - Rio Grande do Sul - Postgrad Specialization in Digital Influence 2019 - 2021

FURB - Universidade Regional de Blumenau; Blumenau, Santa Catarina - Social Communication - Advertising, 2008-2012

FURB - Universidade Regional de Blumenau; Blumenau, Santa Catarina - Event Planning - 2010