



# LUCCIA

@luccia.cc  
she / her ♀  
+55 21 97648-2332

Sao Paulo 01035-100  
04-21-1987  
mail@luccia.cc

Consumer & Market Insights and Branding Strategist with over 15 years of experience in fashion, lifestyle, and consumer goods, working at the intersection of culture, consumer behavior, and business strategy. Proven track record in building insight frameworks, strategic foresight, and sociocultural analysis applied to brand, marketing, communication, and product development decisions. Works collaboratively with internal teams and partners, translating data and trends into actionable directions that drive brand growth and relevance.

## KEY EXPERIENCES

I am interested in roles and projects related to Consumer Insights, Brand Strategy, and Strategic Marketing, within collaborative, impact-driven environments.

Available for full-time or part-time roles, proposals, consulting engagements, projects, collaborations, and both domestic and international travel.

## EDUCATION

**MATERIAL CULTURE & CONSUMPTION**  
MBA | USP | 2026

**BUSINESS, BRAND AND BEHAVIOUR**  
University of London | 2025

**BRAZILIAN BEHAVIOR**  
Post Graduate | FESPSP | 2024

**MASTER IN BRANDING**  
UBI | IADE | Universidade Europeia  
Lisboa, Portugal | 2020

**BACHELOR IN DESIGN**  
SENAI CETIQT | 2014

**PORTUGUESE** ●●●●●  
Native

**ENGLISH** ●●●●○  
C1 Fluent Proficiency

LinkedIn

Portfolio



### CONSUMER INSIGHTS LEAD | BRASIL MOOD

I lead projects in Consumer & Market Insights, Brand Strategy, and Strategic Foresight, translating consumer behavior and market data into decisions for marketing, communication, innovation, and product development. I work closely with marketing, branding, and product teams, coordinating research, insight frameworks, futures studies, social listening, and trend analysis, with a strong focus on the Brazilian consumer. Experience includes working with brands such as Pinterest, Meta, Red Bull, TV Globo, SENAI, and Leader. | 2020 - present

### BRANDING MANAGER | ARAMIS

End-to-end leadership of Branding 360, integrating strategy, culture, and execution. Led cross-functional teams and facilitated strategic and cultural workshops. Responsible for strategic planning, insight generation, brand equity management, and the development of narratives and storytelling, connecting style, marketing, and visual merchandising teams. Managed OKRs and KPIs, activation plans, and annual calendars, as well as agency relationships, budgets, and campaign performance, ensuring ROI, growth, and increased brand awareness. | 2023 - 2024

### INSIGHTS COORDINATOR | LEADER

I led the strategic team of one of the largest department store chains in Brazil, providing guidance across the fashion, beauty, technology, and home categories. Expertise includes market analysis, consumer insights, trend forecasting, and brand management. Provided creative direction for campaigns, storytelling, visual merchandising, and product marketing. Facilitated workshops, lectures, and team training programs. Developed data-driven strategies and international dossiers, ensuring innovation and business growth. | 2014 - 2023

### BRAND STRATEGIST | XTERRA

Responsible for XTERRA in Brazil, developing 360° licensing and communication strategies, including influencer marketing, product marketing, and event execution through X3M. I led collaborations with Nissan, The North Face, Red Bull, and Speedo, as well as institutional partnerships with SESI and the State Government. Key highlights include the launch of the Nissan Xterra vehicle and a TV Globo program dedicated to the brand (Planeta Extremo), broadcast on Fantástico. | 2010 - 2014

### TREND ANALYST | SEBRAE

Researcher at the Consumer Behavior Trends Bureau of Design Institute, specialized in consumer insights, market trends, and innovation. Developed macro themes for trend books, conducted empirical research, and translated insights from platforms such as WGSN, NellyRodi, and Carlin into the Brazilian market context. Led workshops for industry and retail, produced strategic reports, and identified opportunities through data analysis, segmentation, and consumer profiling. | 2007 - 2009

## FURTHER INFO

I am the founder of Brasil Mood, a trends and cultural insights observatory, and the creator of the Fashionologia community, dedicated to strategic thinking and to strengthening the national creative ecosystem. I also work as a correspondent at international trade fairs such as NRF, CIFF, Neonyt, SXSW, and Première Vision, connecting global movements to the local context.