Caio Brusamarello

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Education

2020-2022 **Certificate of Business and People Management** – Insper
2016/July **Management and Strategy for the Luxury Market -** ESPM
2010-2014 **Bachelor in International Relations** - Centro Universitário Anhanguera de Campo Grande
2013/June **DELF B2–** Diploma in French Language Studies – B2
2011/July **C.I.F.P** – Centre International Francophone du Patrimoine

3 foreign languages: Portuguese(mother tongue), English and French (fluent), Italian(intermediate).

Full Career History

Luxury Business professional having worked with Hospitality, Events and Consumer goods.
Expert in building long-lasting business relationships.

Trade Marketing Coordinator and New Business Development,
Diversity and Inclusion Advocate
Diageo Brasil, São Paulo
(Dezember 2019 – Present)

- Deliver Trade Marketing strategy for Luxury Events
- Development of operation for New Luxury Business (Such as social clubs, jewelries, hotels and lux condominiums)
- Developed marketing initiatives and partnerships.
- Management of BTL, PR and Digital Marketing agencies
- Relationship with luxury wedding planners, decorators, bar operators and buffets.
- Won the emerging stronger prize for raising online sales during 2020 pandemic for Pride Week.
- Proud member of Rainbow Network, LGBTIA+ group within Diageo.

Sales Manager, The Marketing Collection Group, São Paulo
(May 2015 – December 2019)

- Delivered national sales.
- Training of Travel Agents and Tour Operators.
- Developed marketing initiatives and partnerships.
- Participation in Trade Shows as exhibitor in Brazil.
- Tour Leader for famtrips around Africa.
- Traveller Made Champion

Sales and Events Manager, Txai Resort Relais & Châteaux, São Paulo
(August 2015 – March 2019)

- Delivered global and national sales.
- Responsible for raising sales of events from BRL 472.521,00 in 2015 to BRL 2.697,63 in 2018.
- Increased Virtuoso Agencies production in 35% from 2015 to 2018.
- Developed marketing initiatives and partnerships.
- Participation in Trade Shows as exhibitor in Brazil and abroad.
- Traveller Made Champion

Sales Consultant, Hip Tour Travel Agency, São Paulo
(March 2015 –August 2015)

- Sales B2C, dealing with high-end clients.
- Expertise in selling Luxury Hotels and Packages.
- Participation in Famtours and tradeshows.

Sales Consultant, Via Berrini Travel Agency, Campo Grande
(September 2013 – November 2014)

- Sales B2C, dealing with high-end clients.
- Expertise in selling Luxury Hotels and Packages.
- Team Leader.

- Participation in Famtours and tradeshows.

Intern, Sophia-Antipolis Foundation, Antibes
(August 2013)
- Intern in the Project Management Department.
- Research and write dossiers about Brazil.
- Help the head of projects to prepare the Brazilian mission.

Group Leader, Centres Internationaux Francophones, Strasbourg – Aix-en-Provence
(CIFE – July 2013) (CIFRU – July 2011)
- Multicultural leadership.
- To deal with 40 international interns
- Coordinate daily life of the interns
- Writing of the internship report.

Jr Sales Consultant, STB, Campo Grande
(September 2011 – May 2013)
- Sales of international student exchanges.
- Sales B2C with high-end clients.
- Dealing with suppliers from the education market.

Trips

Austria, France, Germany, Mauritius, Mozambique, South Africa, Switzerland, US, UK, Zimbabwe