

ZENILDO FILHO

London, E161YR, UK

Mob: +44 07576808169

Email: zeefilhoart@gmail.com

PROFILE

Results-driven professional with 10+ years of experience leading high-performance teams and driving operational excellence within dynamic, brand-centric environments. Adept at building and executing strategic marketing initiatives that elevate brand visibility, engage target audiences, and deliver measurable growth.

Proven ability to optimize systems and workflows, while aligning cross-functional teams around clear brand objectives. Skilled in data-driven marketing, performance tracking, and customer experience design across digital channels.

Strong foundation in strategic planning, compliance, and risk mitigation—now evolving into digital security and cybersecurity to further protect and future-proof brand ecosystems. Passionate about creating secure, engaging, and resilient digital experiences that connect brands with their audiences meaningfully.

EDUCATION, CERTIFICATES AND COURSES

- Microsoft Certified: Azure Fundamentals Certification.
- Microsoft Certified: Security, Compliance, and Identity Fundamentals
- Core 1: Hardware and Network Troubleshooting
- Core 2: OS, Software, Security and Operational Procedures
- Practice Exams for CompTIA A+ Certification: Core 1 & Core 2
- Introduction to Software Engineering
- Developing Websites and Front-End with Bootstrap
- Designing User Interfaces and Experiences (UI/UX)
- Introduction to HTML, CSS, & JavaScript
- Introduction to Web Development with HTML, CSS, JavaScript
- Foundations: Data, Data, everywhere
- Getting Started with Front-End and Web Development
- Level 2 and 3 - Fitness Instructing and Personal Training - PT Academy – London - UK
- Bachelor's degree in fine arts - University Federal of Rio Grande do Sul – Porto Alegre – Brazil
- School of Special Instructions – Administration and Finance Training – The Brazilian Army – Brazil

WORK EXPERIENCE

KORE GALLERY STUDIO, London - Brand & Digital Marketing-Focused and Co-Founder (Nov 18 – Nov 24)

Founded and led a successful Pilates studio, overseeing strategy, operations, and growth in a competitive market.

- **Brand Strategy & Positioning:** Launched and scaled a boutique fitness brand, establishing a strong market presence and achieving consistent profitability (£15k+ monthly profit) through differentiated brand positioning and messaging.
- **Digital Marketing Leadership:** Designed and executed integrated digital marketing campaigns (SEO, social media, email, and paid ads), resulting in increased lead generation, client engagement, and online visibility.

- **Customer-Centric Growth:** Built a loyal customer base by enhancing the end-to-end user experience, leveraging feedback loops and brand storytelling to increase retention and referrals.
- **Data-Driven Decision Making:** Used performance analytics and customer insights to optimize content strategy, refine service offerings, and drive digital innovation across platforms.
- **Operational Excellence:** Oversaw all financial planning and budgeting, while implementing cost controls and cash flow strategies to fuel sustainable brand expansion.
- **Team & Culture Development:** Recruited, trained, and led a high-performing team aligned with brand values; cultivated a culture of creativity, accountability, and continuous learning.
- **Compliance & Risk Management:** Maintained regulatory compliance and proactively managed operational risks to ensure brand integrity and safe client experience.

KORE CUT - FITNESS APPAREL, London (Jun 19 - present)

Branded & Digital Marketing creation of a successful Gym wear brand:

- **Brand Development & Positioning:** Founded and scaled a fashion brand from concept to profitability by building a distinctive, trend-aware identity that resonated with target audiences across digital and retail touchpoints.
- **E-Commerce & Digital Strategy:** Led the launch and optimization of a branded online store; drove growth through data-driven SEO, email marketing, influencer collaborations, and paid media campaigns.
- **Creative Direction:** Oversaw all creative assets—lookbooks, product photography, campaigns—to maintain brand consistency and elevate perceived value across platforms.
- **Social Media Growth:** Built and nurtured a strong online community across Instagram, TikTok, and Pinterest; leveraged user-generated content, storytelling, and trend marketing to grow engagement and brand loyalty.
- **Customer Experience & Retention:** Designed seamless digital journeys with a focus on user experience (UX); implemented CRM strategies to boost LTV and repeat purchase rates.
- **Collaborations & Partnerships:** Negotiated brand partnerships, pop-up activations, and influencer campaigns to expand reach and cultural relevance.
- **Operational Strategy & Team Building:** Managed supply chain, production, and fulfillment while building a lean, high-performing team aligned with the brand's vision and growth targets.
- **Performance Tracking:** Regularly analyzed campaign performance, conversion data, and audience insights to refine strategies and maximize ROI.

BRAZILIAN ARMY, Brazil (Mar 99 – Dec 08)

Oversaw financial, logistical, and administrative operations across multiple units, with a strong focus on IT systems and operational efficiency.

- Managed financial planning, budgeting, auditing, and payroll systems.
- Administered and trained personnel on IT tools, including MS Office, CorelDRAW, Linux, and national financial systems.
- Maintained filing systems, scheduled high-level meetings, and supported senior leadership with data and reports.
- Oversaw logistics for staff scheduling, inventory control, and resource allocation.
- Led operational support in fitness training programs, ensuring efficient execution and team readiness.
- Managed staff onboarding, documentation, and compliance processes across departments.

SKILLS

Business Strategy and Growth/ Financial Management and Profit Optimization/ Team Leadership and Development / Client Relations and Retention / Inventory and Stock Management / Health and Safety Compliance / Market Research and Competitive Analysis / Operation Efficiency and Process Improvement / Customer Service Excellence / Strategic Planning and Adaptability / Risk Assessment and Mitigation / Visual Merchandising and Brand Consistency

LANGUAGES

Portuguese Native

English Fluent

Spanish Fluent