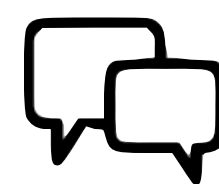


NÚRIA TSARBOPOULOS

Living in São Paulo.
Working with advertising
in the last 5 years.



Interested in

Brand positioning, strategy, marketing,
insights, trends, content, digital, human-
behaviour and comms planning



Education

2020

Scott Galloway - Brand Sprint Course

2019

Strategic Planning Boot Camp (Miami Ad School)

2018 - 2019

Marketing (Anhembi Morumbi)

2012 - 2015

Business Administration (FIEO)

Languages

Portuguese + + + + +
(Native)

English + + + +
(Professional working proficiency)

French + + +
(Elementary proficiency)

Spanish + + +
(Elementary proficiency)

Experience

2020-2021 Strategy Manager - Isobar

Main accounts: Azul Linhas Aéreas, Samsung,
Starzplay, Accor Hotels

**2020 Senior Strategist - Avellar Media
(new Adventures Inc.)**

Main accounts: Stone and pitches (Disney
“Kids Day” and Schumann)

2016 - Now

Brands: AB InBev, PepsiCo, Diageo, 99 (DiDi),
Nubank, Path Festival Brazil, Rappi, Danone,
Sephora, IJC, CNN, Blackberry, ViacomCBS
and more

2016 - Now

Co-founder at Wasted

Wasted develops branded special projects as
insights radar, industry and target studies

Other activities

More than 6 years working with financial
management, operational front suite and
people development



Other courses and activities

The Strategy SuperSizer - 2019

Megaclass by Julian Cole & Mark Pollard

Skillshare - 2016

Introduction to Screenwriting for Short
Films with James Franco & Vince Jolivette

Udemy - 2018

Course of Script - Theory and Practice
with Pedro Carvalho

Hobbies and things I like to do

Write, photography, music, cook, travel, cinema, internet and cosmic stuff