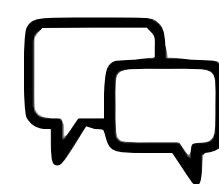


# NÚRIA TSARBOPOULOS

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

## Contact

[nuriatsarbopoulos@gmail.com](mailto:nuriatsarbopoulos@gmail.com)  
+ 55 (11) 95954-3522  
[Linkedin](#) and [Portfolio](#)



## 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

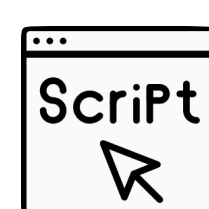
**2016 - Now**

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