



LUCIA

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I lead and train large teams in dynamic work environments, delivering projects that provide a complete cycle: from brand strategy to product. My core values are social and environmental sustainability, which I incorporate into every project I do. I excel in the areas of Strategy, Planning, Insights, Marketing and Branding. With a holistic vision, I use methods, processes and data that are intertwined with the drivers of culture and consumer behavior. I have extensive experience and in-depth knowledge of the retail ecosystem, particularly in the fashion, lifestyle and consumer goods markets.

For almost two decades, I have been helping brands to be more strategic and innovative, with a methodology that translates behavioral changes into recommendations, concepts and actionable executions.

EDUCATION

MBA IN MATERIAL CULTURE AND CONSUMPTION, ANTHROPOLOGY

USP | São Paulo, Brazil
2024 - 2026

POSTGRADUATE IN BRAZILIAN BEHAVIOR, SOCIOLOGY

FESPSP | São Paulo, Brazil
2025 - 2026

MASTER'S DEGREE IN BRANDING, MARKETING

UBI - IADE | Lisbon, Portugal
2018 - 2020

BACHELOR'S DEGREE IN DESIGN, FASHION

CETIQT | Rio de Janeiro, Brazil
2006 - 2013

DATA SCIENCE FOR DECISION MAKERS

INTELI | São Paulo, Brazil | 2024

EXECUTIVE IMMERSION FOR LEADERS

STARTSE | São Paulo, Brazil | 2023

STRATEGIC FORESIGHT

CIFFS | Copenhagen, Denmark | 2017

METHODOLOGIES FOR BEHAVIORAL RESEARCH

BOX 1824 | São Paulo, Brazil | 2016

ADVANCED ENGLISH

C2 Fluent Proficiency

LinkedIn



Portfolio



KEY EXPERIENCES

ARAMIS

Brand Manager - Holistic end-to-end vision, leading 360° Branding, Marketing, and Communication. Expertise in strategic planning, brand equity, storytelling, and visual identity. Manages toolkits, brandbooks, activation plans, and annual marketing calendars. Oversees agency relationships, budget, and campaign performance, ensuring ROI and brand awareness growth. Leads cross-functional teams and promotes innovation through insights and brand culture workshops. | 2023 - 2024

LEADER

Strategy and Insights - Led the strategic team at Leader Magazine, one of Brazil's largest department stores, providing guidance across fashion, beauty, tech, and home categories. Expertise in market analysis, consumer insights, trend forecasting, and brand strategy. Directed campaigns, storytelling, visual merchandising, and product marketing. Facilitated workshops, lectures, and team training. Developed data-driven strategies, creative content, and international brand dossiers, ensuring innovation and business growth. | 2014 - 2023

XTERRA

Brand Strategist - Responsible for the brand in Brazil, overseeing strategy, licensing, and 360° communication. Led PR, influencer marketing, product design, and brand execution at X3M events. Secured collaborations with Nissan, The North Face, Red Bull, and Speedo, along with key partnerships with SESI. Highlights include the XTERRA-Nissan car launch and a dedicated TV Show on Planeta Extremo, aired on Fantástico (TV Globo). | 2010 - 2014

ISTITUTO EUROPEO DI DESIGN

Design Thinking Specialist - I translated the culture of brands by transforming ideas into products, services and processes applicable to the market. Creating user-centered solutions. I have worked with brands such as Calvin Klein, Zara, Osklen, Redley, Brookfield, Reserva, among others. | 2009 - 2010

SEBRAE

Trend Analyst - Researcher at the Bureau of Trends in Behavior and Consumption at S System, specializing in consumer insights, market trends, and innovation. Developed macro themes for trend books, conducted qualitative and quantitative research, and analyzed platforms like WGSN and Carlin. Led workshops for industry and retail, produced strategic reports, and identified opportunities through data analysis, segmentation, and audience profiling. | 2007 - 2009

FURTHER INFO

I am a correspondent for the world's leading trends and innovation fairs, such as NRF, SXSW, Première Vision, Who's Next, Neonyt, CIFF, ModeFabriek, among others. Founder of Brasil Mood - Brazilian Trends Observatory and a biannual printed magazine where we celebrate local culture and input as a source of inspiration. I combine insights and examples from communities to build sustainable relationships between people and brands, driving the creation of more effective strategies that connect with Brazilian consumers. (brasilmood.com). Also the creator of Fashionologia, an online fashion business platform where I share global trends in behavior and consumption, market analysis, cool hunting, insights, and summaries of major events in key world capitals. (fashionologia.com).