

CAMILA ROCCA

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Summary of Qualifications:

- 13 years of experience in market research, strategic planning of brands, products/services and communication, innovation, and digital planning;
- Leadership of Brazilian and International (Latin America, USA, Europe) projects;
- Expertise in innovations' projects

Main Skills: leadership, strategic thinking, complexity management even under high pressure, multidisciplinary knowledge, agility, flexibility, teams and departments development.

PROFESSIONAL EXPERIENCE

Wonderland Spot – Strategic Planning, Digital Planning and Market Intelligence

CEO, founder

Main clients: McCann Erickson, McCann Healthcare London/NY, Sun/MRM Worldwide, iThink, New Style, About People; Vivo, Sara Lee, Procter & Gamble, Whirlpool, AmBev, Multiplus, Adidas, Wyeth, Colgate, Merck Serono, Boehringer Ingelheim, Natura, Credicard, Itaú, Sadia, Shopping Center Vale, Sustagen.
(April 2010 – Current)

Sun/MRM (McCann World group) – Digital and Relationship Marketing Agency, São Paulo - Brazil;

Strategic Planning Department

Planning Director (all clients and accounts)

Direct report to the agency Vice-President.

Main Clients: GM, Microsoft, MasterCard, Intel, T4F, Nestlé Brasil, Grupo Santander Brasil, Alumni, Club Med, TIM, JumpEducation, Submarino, Coca-Cola, J&J.
(April 2008 – April 2010)

Lew Lara/TBWA – Advertising Agency, São Paulo – Brazil;

Strategic Planning Department

Senior Planning Manager

Main Clients: Bunge (Primor, Delícia), J.Macêdo (Dona Benta, Sol, Petybon, Brandini), Friboi (Swift, Minuano), Gomes da Costa, OESP – website Limão, Pernambucanas.
(April 2007 – March 2008)

InBev, São Paulo - Brazil;

Market Intelligence Department – Innovations and Communication

Market Intelligence Manager for Beer Innovations (all brands) and Antarctica Pilsen communication

Main Launchings: Skol Lemon, Brahma Bier, Brahma Fresh (Bahia - Northeast Brazil), Puerto del Sol, Chopp Bohemia Swiss (chocolate limited edition), Chopp Brahma Black.
(November 2005 – April 2007)

KRAFT FOODS BRASIL, Curitiba - Brazil;

Consumer Insights

Consumer Insights Coordinator for Snacks (last occupation)

Snacks Category (Chocolates e Biscoitos):

Chocolates – Lacta and sub-brands, Milka, Toblerone, among others;

Biscuits – Nabisco and sub-brands (Club Social, Ritz, Bits Chipits, Trakinas, among others);

Beverages: Tang, Clight, Fresh, Maguary Concentrated, Maguary Ready to Drink, Ki-suco, Q-Refresko.
(September 2003 – November 2005)

WILMA ROCCA & ASSOCIATES – Planning and Market Research Institute, São Paulo - Brazil;

Qualitative Research Senior Analyst

Main Clients: Unilever, Santher, Reckitt Benckiser, Petrobras, AMBEV, Rede Globo, MTV Brasil.

(August 1998 – August 2003)

EDUCATION

PUC - Stricto Senso Master in Semiotics. 2010 (on going)

PUC - Latu Senso Post-degree in Psychology Semiotics. 2007 (incomplete)

FAAP (Fundação Armando Álvares Penteado) - Bachelor in Social Communication: Advertising/Marketing (1998 – 2001)

EXCHANGE PROGRAM

January – March 2000 - **ELS**, Santa Barbara – California (EUA). English.

LANGUAGES

English – fluent

Spanish – fluent

Language Courses

ALUMNI, São Paulo – Brazil. English: from High intermediate to Advanced (2002 - 2003)

Cultura Inglesa, São Paulo - Brazil. English: from Basic to High Intermediate (1998 – 1999)

Individual Classes with native teacher, São Paulo - Brazil. Spanish (2002 - 2003)

COURSES

Social Media Marketing: Jump Education, São Paulo, 2009. Marketing strategy in Social Medias.

Digital Communication Planning: Jump Education, São Paulo, 2009. Planning strategy on digital media; new media and digital trends.

Google Training: Google, São Paulo, 2008. Tools: Google Analytics, Google Ad Words, Google Trends.

Disruption Training: TBWA, São Paulo, 2008. Exclusive methodology developed by TBWA to define brands' strategic positioning and a differentiated way to translate brand positioning into communication.

VBB – Value Based Brands: Tomorrow am, Belgium, 2007. Process of developing and building the strategic positioning of a brand.

ECC – Effective Consumer Connection: Tomorrow am, São Paulo, Brazil, 2006. Techniques for applying a brand positioning in each one of the marketing actions – media, communication (creative ideas), brand experience platforms, point-of-sale actions.

Leadership Developing Program: “Growing@Kraft” – Business II. Fundação Getúlio Vargas – EASP; Curitiba, Brazil, 2005.