

# BRENDA FREIRES

## RIO DE JANEIRO

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## ART DIRECTOR DESIGNER VISUAL ARTIST

I am a Black Brazilian Graphic Design graduate with experience in advertising campaigns, artificial intelligence, and a creative perspective. I combine audiovisual and fashion expertise with a forward-thinking approach. Open to relocation, I am ready to bring innovative and transformative ideas to new challenges.

## EXPERIENCE

**2022- 2023 CONSUMOTECA - Fashion Internship**  
Advertising Account Management | Project Management | Supported C&A's fashion group

**2023 - 2024 BETC HAVAS - Art Direction**  
Key Visual (KV) creation and adaptation for TIM | Campaign development | Social media post creation  
Monitored trends on TikTok and X (Twitter)

## EDUCATION

**2017 -2018 Fashion Production - Senai Cetiqt**  
Art Direction | Styling | Trend Research  
Fashion Production | Content Creation

**2021 -2024 Bachelor's in Graphic Design - ESPM**  
Graphic Design Projects | Visual Identity  
Layout Design | Illustration | Editorial Projects

**2022 Fiction Audiovisual - Cinema Nosso**  
Screenwriting | Direction | Video Editing  
Post-production

**2024 Strategy Execution Pack - SandBox**  
Comms Planning | Creative Strategy

## SOFTWARE

Adobe Illustrator  
InDesign  
Photoshop

## SKILLS

Graphic Design  
Advertising Campaigns  
Fashion  
Trend Research  
Art Direction  
Content Creation  
Real-Time Marketing  
Copywriting  
Fashion Production  
Social Media  
Illustration  
Advanced English

## PORTFÓLIO

Learn more about my work and clients [\[here\]](#).