

LUIZ YASSUDA

Online Planner

Working on innovative ways for online communication (Social Media, Guerrilla Marketing and Trend Analysis) since 2006

luizyassuda@gmail.com

luizyassuda.com.br

EDUCATION

Bachelor - Advertising - ECA-USP (2005 to 2010)

EXPERIENCE



AG2 PUBLICIS MODEM (Nov/2010 to today)

Planner. Online planning for General Motors, Sanofi-Aventis, Nestlé, Natura and others.



SINC DIGITAL (Aug/2009 to Oct/2010)

Social Media Analyst. Responsible for LG's Social Media actions, coordinating brand channels and campaigns' actions.



RIOT (Apr/2008 to Aug/2009)

Planner. Social Media plans for: Petrobras, Coca-Cola, Microsoft, GM, Nokia, Burger King, Multishow, Oi, and others.



FISCHER & FRIENDS (Jun/2007 to Mar/2008)

Internship. Trend researches and reports for agency and clients: Honda, Melitta, FEMSA and others.



ESPALHE (Jul/2006 to May/2007)

Internship. Websites and texts for clients (Klabin Segall, Consul, Fiat, Multishow) and planning participation.

OTHER ACTIVITES

Contributor at Brainstorm #9 (www.brainstorm9.com.br)

Brazilian major website about communication, advertising and insights

LANGUAGES

Portuguese

English

Spanish (reading only)