



Hello, I'm Julia

I'm a brand strategist, from Rio de Janeiro, Brazil. I hold a BA in Product Design from PUC-Rio and an MBA from FGV.

Over the last nine years, I've worked with global companies and startups to develop brand strategies and experiences based on a deep understanding of people.

Branding 101

some basic principles

We live in a hyperconnected society

/min



+350k tweets



+4M likes



+400 new uploads



+40k queries



2005



2013

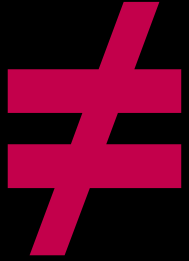


2016

To stay relevant, brands need to tell a story

**An authentic story that engages
with its target, that communicates
the brand purpose.**

Branding

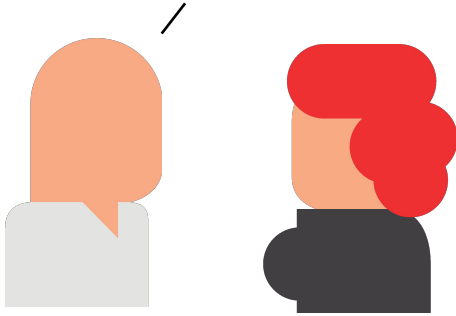


Marketing

Advertising

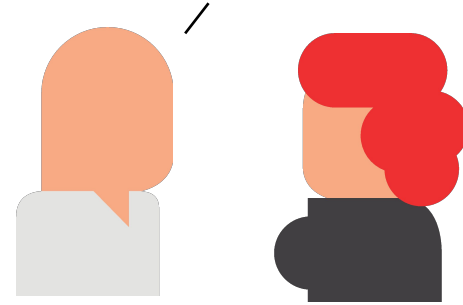
Public relations

I'M A GREAT LOVER



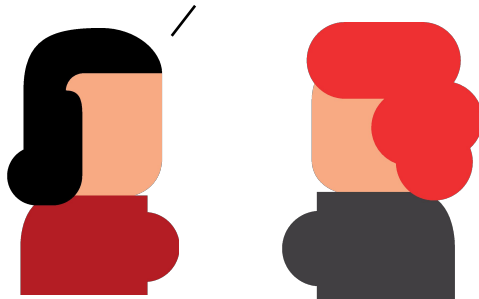
MARKETING

I'M A GREAT LOVER
I'M A GREAT LOVER
I'M A GREAT LOVER



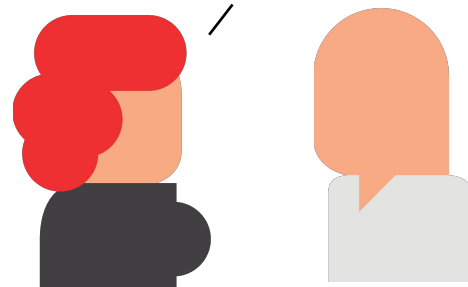
ADVERTISING

TRUST ME.
HE'S A GREAT LOVER



PUBLIC RELATIONS

I UNDERSTAND YOU'RE
A GREAT LOVER



BRANDING

“

**Brand is not what
you say it is. It's
what they say it is.**

Marty Neumeier

Branding

3 principles

Relevancy

for the target audience and brand ecosystem

Branding

3 principles

Relevancy

Differentiation

from other players

Branding

3 principles

Relevancy

Differentiation

Consistency

in all touch points with the stakeholders

ICONIC

brands

are relevant

are authentic

are consistent

are easily understood

Quick theory

brand archetypes

Defining a brand identity

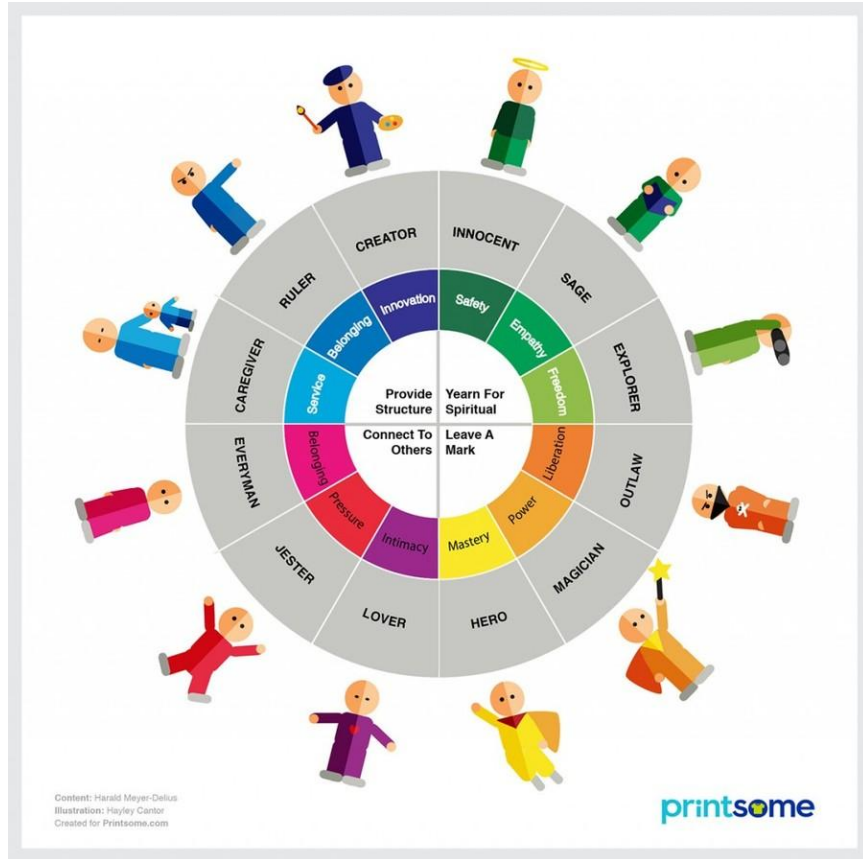
How to create a personality?

**Brands exist to simplify
the decision process, by
generating identification.**

**CREATE
CONNECTIONS**

archetypes

**CREATE
DIFFERENTIATION**



Archetypes are a system for the management of meaning.

They act as a bridge between the deepest human motivations and the experiences people have throughout life.

12

archetypes

1
provide
structure

2
spiritual
journey

archetypes

3
connect
to others

4
leave
a mark

1 provide structure



Creators (also called builders) are non-conforming by nature, they want to build a better world using the tools at their disposal.



A brand that wants to "Rule them all" will have a narrative that demonstrates why they're the leader of the industry.



If the Ruler archetype is your boss then the Caregiver archetype is your parent.



2 spiritual journey



With a positive and kind speech, this archetype sees the good in everything.



The Sage is the archetype that will never know too much.



This archetype wants to travel the world and experience everything it has to offer.



archetypes



The lover archetype is an idealist aspiring not only for sensual pleasure, but true love, as well.



This archetype is the very definition of an hedonist - Its only mission in life is to enjoy it.



Who's the everyman (also known as the regular guy/girl)? Well, you look at him/her every time you look at yourself in the mirror.



The Outlaw is the archetype that wants a revolution and is not scared to break the rules to achieve it.



This archetype knows so much that at times it might seem as supernatural.



Heroes are brave, selfless, stand up to the bad guy and defend the underdog.



3 connect to others

4 leave a mark

**But how about
real people?**

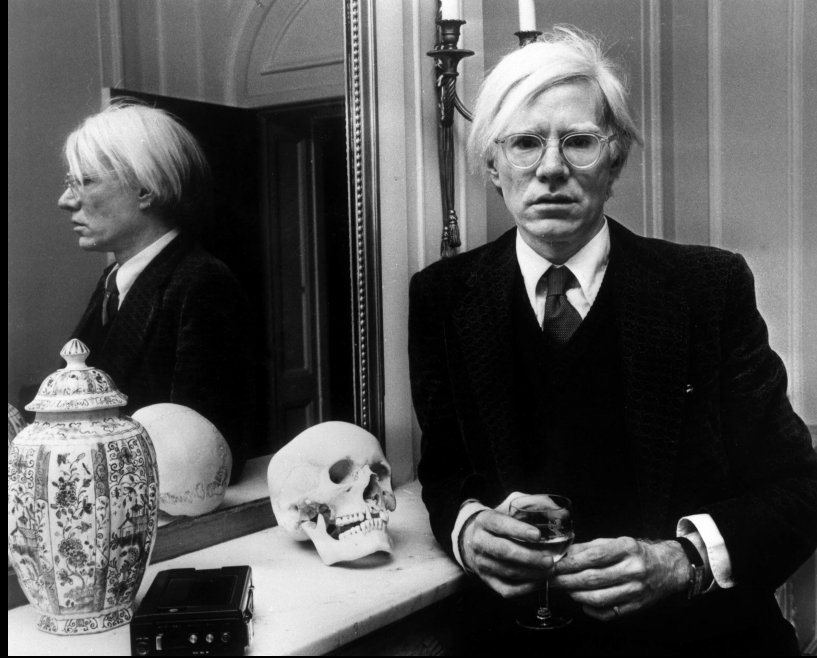
Personal branding

brand principles applied to human beings

Uber & The Windsors



Louis XIV & Andy Warhol



How-to checklist

- 1. Define your overall aspirations**
- 2. Conduct a personal audit**
- 3. Determine your main attributes**
- 4. Create your game plan**
- 5. Manage your brand**

DON'T

**Create a persona for you
that doesn't correspond
to reality.**

How I did

my goal versus reality

GOAL

My goal was to work as a marketer in a big, structured company.

REALITY

I hold a BA in product design and an MBA. Even though I have worked at different agencies and at Google, I have never worked on the client's side.

1.

**Conduct a personal
analysis (SWOT)**

strengths

design background
multicultural teams
experience with: branding,
campaign planning,
conducting researches,
digital marketing (Google)

opportunities

use my background to
position myself
create a visual
narrative for my story
target tech companies
or startups

Julia

weaknesses

lack of experience with
integrated MARCOM
lack of knowledge
on data analysis

threats

other people with
more experience in
the field

2.

**Determine your
main attributes**

Framework

What is my goal?

where do I want to go? how I want to be perceived?

Who am I?

characteristics that define my personality

What do I do?

the work I do, my offer in the marketplace

Why am I relevant?

how and why I'm better than other candidates?

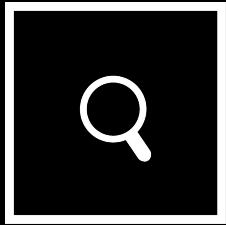
What is my superpower?

what makes me different / unique?

3.

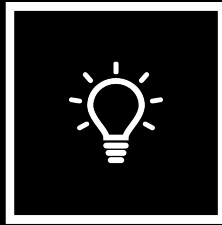
Create your
game plan

As a strategist, my goal is to improve human experience with brands, products, and services, while connecting with different contexts and cultures. My approach towards projects is by integrating research, marketing strategy and human-centered design.



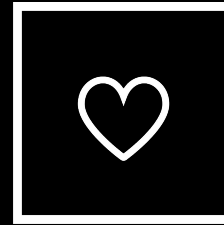
BRAND STRATEGY

- Brand Positioning and USP
- Brand Purpose
- Brand Architecture and Portfolio
- Brand Senses and Design Language
- Go-to Market Strategy



BRAND EXPERIENCE

- Service Design Diagnose
- Customer Experience
- Service Blueprint
- Digital Strategy
- Journey Maps



STRATEGIC RESEARCH

- Ethnography & Insights
- Immersion Journey
- Data Analysis, SQL
- Benchmark Analysis
- Strategic Segmentation

juliacresende.me

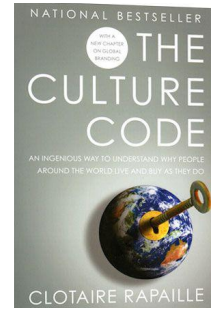
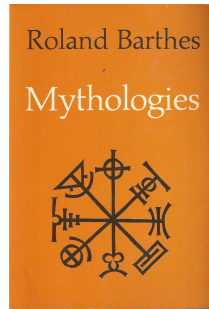
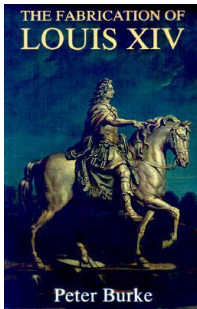
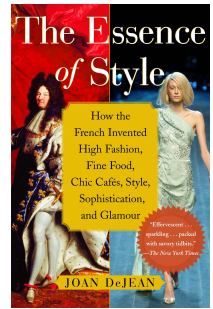
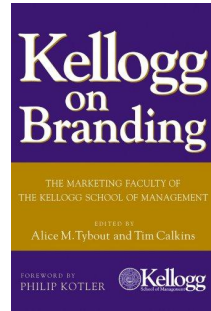
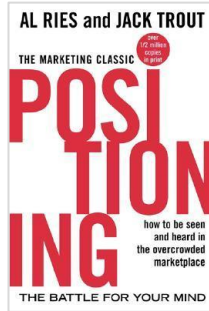
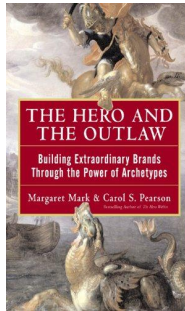
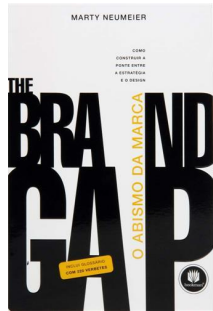
BRAND STRATEGY & EXPERIENCE

Julia de Carvalho Resende

WHAT I DO PORTFOLIO ABOUT RÉSUMÉ



Q&A



Some books
I recommend



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Julia Resende

**Let's stay
connected**
