



Aline Nitro

Strategic by nature. Creative by heart.



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alinenitro.com



01 July 1985

About Me

Over 15 years in strategic communication, specializing in branding, content, design, and education. I lead multidisciplinary initiatives, focusing on building relevant brands, data-driven digital strategies, and impactful learning experiences for clients like D&AD, Domestika, Liv Up, and EBAC. My work combines creativity and strategic execution for tangible results.

Links



Aline Nitro



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Work Experience

Apr 2023 – present

Project Producer Hybrid

📍 London, England



D&AD

Led the Brazilian chapter of D&AD Shift, a global program that offers free, industry-led creative education for self-taught talent outside traditional paths. Oversaw all aspects of the program—from strategy to delivery—ensuring its resonance with both the market and students.

- Designed the complete curriculum for local needs, including learning paths, mentor matching & engagements, and immersive workshops. The first edition welcomed 20 participants, achieved and drove 90% post-program placement into the creative industry.
- Curated and led the program backed by 50+ industry leaders and featured in 20+ creative agencies, culminating in a showcase attended by 100+ top professionals.

Jun 2021 – Jan 2023

Content & Curation Manager Remote

📍 California, USA



DOMESTIKA

Led the Brazilian content strategy within a global team, curating courses across disciplines like design, illustration, writing, and business. Acted as a cultural bridge—ensuring Brazilian voices and topics resonated with a global audience, while maintaining pedagogical quality and creative excellence.

- Developed a data-driven curation strategy that led to 50+ Brazilian courses aligned with global trends—all earning over 90% positive reviews and reaching international audiences.
- Outperformed the equivalent English and Spanish offerings with a Brazilian-led data-based content strategy, riding Domestika's 20% annual growth in Brazil and contributing to the platform's 700k+ Brazilian users.

Mar 2020 – Apr 2021

Head of Branding & Comms Hybrid

📍 São Paulo, Brazil



TECH.FIT (ACQUIRED BY RD SAÚDE)

Led go-to-market strategy and campaign direction for Cuidaí, tech.fit's digital health app—culminating in acquisition by Brazilian health giant RD Saúde (Raia Drogasil).

- Developed and executed launch strategy—including national TV commercial—generating 25,000+ app installs in the first 3 months and 5 million+ TV impressions across networks.
- Drove a performance-led, cross-platform campaign that cut customer acquisition costs by 25%, boosted brand reach to 30%+ audience awareness, and supported tech.fit's growth into 31M+ users, a critical factor in Raia Drogasil's acquisition

Nov 2018 – Feb 2020

**Head of Branding
& Comms** On-site

📍 São Paulo, Brazil



LIV UP

- Led the branding and communication team at Liv Up, one of Brazil’s fastest-growing foodtech startups. Worked across brand architecture, creative direction, and internal alignment to scale the brand while maintaining coherence and emotional resonance.
- Spearheaded a full rebranding initiative—including updated visual identity, brand voice, and strategic guidelines—ensuring a cohesive and authentic presence across packaging, web, social media, and digital campaigns.
 - Oversaw Liv Up’s brand voice as the team grew from 35 to 500+ employees and expanded operations from 2 to 30 cities by mid-2020—enhancing brand consistency through packaging, digital, in-store, and performance campaigns

Education



PUC-RS – EXECUTIVE MBA IN MARKETING, BRANDING & GROWTH (2021)

Focused on strategic branding, growth models, and consumer behavior. Final project analyzed the rebranding process of Hering.



UNICESUMAR – BA IN ADVERTISING & COMMUNICATION (2008)

Provided a strong foundation in creative strategy, marketing, and visual communication.

**Selected
Clients**



A little more

- **Cultural producer:** projects funded by Funarte, Ministério da Cultura, and ProAC-SP for 15+ years.
- **EBAC Coordinator & Teacher:** redesigned the Graphic Design program and launched online courses.
- **Team Creatif:** Innovation strategist developing brand strategy platforms through deep research and facilitated innovation.
- **Touch Branding:** Head of Art leading creative teams on brand identity and packaging projects.

Skills

- Fluent in Portuguese, English and Spanish
- Brand Strategy – Building & positioning brands
- Creative Direction – Leading visual and verbal storytelling
- Project & Team Leadership – Managing cross-functional teams
- Content Curation - Innovation & Research
- Educational Content Design in any creative fields

Background

With a background in branding, education, and cultural production, I bring a strategic and socially engaged approach to every project. Rooted in urban cultures and committed to inclusion, I’ve led initiatives that blend creativity with real-world impact. As a mother of two girls, I’m driven by purpose, collaboration, and the future we’re building.

Thank you for taking the time to review my profile—feel free to reach out if you’d like to connect.



Portfolio